

SEPTEMBER 4, 1954

# LEATHER AND SHOES

*The Magazine for Executives*

## New Shoe Products Report

(From the Allied Shoe Show)

Leather Show Spurs New Buying

Allied Products Show Presages Step-Up

Shoe Market Needs Measuring (Edscorn)

Juvenile Market Fast Growing (Toor)

Let's Have More Vigorous Promotion (Hess)

Are You Competitive? (Brauer)

Industry Prospects Promising (Watson)

The Great 1954 Paradox (Glass)



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# LISTEN TO THIS!

**Baseball hits leather.** Two leading makers of horsehide-covered baseballs, Wilson & Co. and A. G. Spaulding & Bros., report a serious decline in consumption of baseballs as a result of the liquidation of many minor league baseball teams forced out of operation because of low attendance. Both firms are reducing output of baseballs and hence consumption of horsehide leather. There has been a corresponding decline in consumption of leather baseball gloves for the same reason.

**Walking Marine.** George J. Baker, known as "The Walking Marine," is still walking at 72. His longest walk was from Boston to Atlantic City only six years ago at age 66. He has walked the Boston-New York trek six times. Next week he plans to walk from Boston to Baltimore to attend the Marine Corps League national convention there.

**Sneakers sneaking up.** British shoe manufacturers are showing concern about the increasing use of sneakers (the British term for this rubber-canvas footwear is "plimsolls") among children. This footwear, first introduced into schools for physical edu-

cation classes, is now being used more widely for general play and school wear.

**Flood of fashion.** French shoe retailers are griping loudly about the confusion and problems resulting from the excessive number and variety of shoe styles being introduced by French shoe manufacturers. They claim the manufacturers aren't being discriminating enough in selecting models from designers, and also are buying too many colors from tanners. The retailers are threatening to set up a collective shoe-buying group, thus forcing a reduction in styles.

**Safety pays.** Every 35 minutes a U. S. worker dies and 120 more are injured on on-the-job accidents, says the National Safety Council. In 1952 some 15,000 workers were killed in occupational accidents, and 2,000,000 were injured. The cost: \$900 millions in wage losses, \$200 million in medical costs, and \$250 million in overhead cost of handling insurance. Indirect costs (production delays, equipment damage, etc.) were another \$1,300,000,000. Total economic loss: \$2,650,000,000.

**Lost sole.** Recently, in a small Mid-western town, a cop came upon a little crying child that was lost. The cop, unable to get any information from the child, got the bright idea of glancing at the sole of the tot's new shoes. He thereupon took the child to a local store, which sure enough had a record of the recent purchase, along with child's name and address.

**More Egyptian shoes.** Egypt is conducting a drive to get more people to wear shoes and thus raise living standards of the estimated 18 million natives who still go barefooted. Officials are giving talks in rural areas on advantages of shoe-wearing. The nation's footwear output is 16 million pairs annually, but nearly half of these are carpet slippers. Egypt has 25 shoe factories, most of which are small shops with little mechanization.

**Takes a lot.** In order to grow into a 1,000-pound steer, a calf must consume 8,000 pounds of pasture land food, grains and prepared food supplements. After all that intake the commercial end product of the steer amounts to only 578 pounds of meat for the consumer, and about 40-50 pounds of hide.

## LEATHER AND SHOES

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LEATHER and SHOES



Pasting white leather on glass at Fred Rueping Leather Company, Fond du Lac, Wisconsin.

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## EDITORIAL

# “Negative Selling”—Bottleneck Slowing Men’s Shoe Business?

So Says A Shoe Executive After A One-Man Survey  
That Ends With Some Interesting Psychological Findings

A shoe industry executive, and one of the most astute students of shoe business we know, recently conducted what he termed a “one-man survey” aimed at trying to find out why men don’t buy more shoes. This executive, long disturbed at the declining per capita consumption of men’s shoes while other branches in the industry are showing a respectable rise, believes that much of the problem is psychological. Anyhow, we think you’ll be interested in some of his findings and comments.

“The average man’s approach to buying a pair of shoes,” he says, “is radically different than that of the average woman. Even when it comes to buying a pair of shoes for his children, his approach or ‘mental attitude’ is distinctly different than when buying shoes for himself.”

This shoe executive’s conclusions were reached “after discussions on shoe buying with scores of men, along with first-hand observations of consumer buying in men’s shoe stores.” Here are some of his findings and conclusions.

When a man buys a pair of shoes he usually approaches it as a serious business. There isn’t that spirit of buoyancy, of pleasant, tingling anticipation with which the average woman or child buys a new pair of shoes, just as they buy almost any item of apparel.

A man translates a pair of new shoes into the elements of comfort, exacting fit, the quality of the leather and shoe, wear values. From a psychological standpoint these are “serious” factors — serious in the same way as a pair of eye glasses are considered. There’s something solemn and grave about his state of mind. In some instances it borders on becoming an ordeal. In short, he doesn’t enjoy buying a new pair of shoes.

Now, a woman or child derives a pleasurable experience, a sort of gay excitement, out of buying a new pair of shoes. But why? First, because the emphasis is on fashion, particularly in the case of women.

Color likewise plays a prominent role. A new pair of shoes inspires a sense of elation, jubilance, a definite lift in morale. A woman is also interested in comfort and proper fit and quality—but to a secondary degree. Of primary importance are the visual impact and values.

This is significant, says our shoe executive analyst; this difference in “attitude” between men and women in buying shoes. A woman buys a new pair with anticipated enjoyment. A man buys a new pair with reluctance. And an important key to the difference is that the woman’s approach is motivated by fashion-color interests, while a man’s approach is associated with utilitarian interests.

Our friend cites the fashion element in men’s shoes. Biggest selling men’s style is a basic straight-tip oxford. Thus, a man will buy a pair of those once or several times, or may shift to a slightly different style consisting of a wing tip or some mild variable. In short, the style differences are extremely lesser in degree than in women’s shoes. Style selection with the average mature male (those above 25-30 years) assumes a secondary role in relation to such more primary values as comfort, fit, wear, quality, etc.—the utility values.

But, says our shoe executive, let’s take it from another angle—the environment of the men’s shoe store, and the selling practices of the salesmen. The environment itself is frequently sombre in tone, creating a mental aura of “this is serious business, mister.” A setting of gravity is established.

Out comes the mechanical fitting device, often used, says our friend, “as though the patient were being measured for a truss.” The device is essential, but the weighty seriousness with which it’s often employed adds to the sobriety of the moment.

The shoe is fitted, the customer walks on it, and the salesman asks, “How does it feel?” Mind you, not some comment about how handsome the shoe looks . . . or how well it goes with his suit . . . or its relation

to the newest fashions, etc. Rather, the emphasis on the more serious aspect of fit and feel.

Then come other comments in this same negative vein. For example, if the shoe is a little stiff, the salesman’s comment: “It will break in after a few days of wear.” Or, “This shoe will give you an awful lot of wear.” Or again, “It’s a finely constructed shoe and has high quality materials.”

Now, those comments, admittedly, are of interest to the customer. He wants to know about the quality, wear and comfort values. But so much emphasis is given to those factors that he cannot help but view the product and the buying procedure as mighty serious business as distinguished from something to be seen with pleasure and enjoyment.

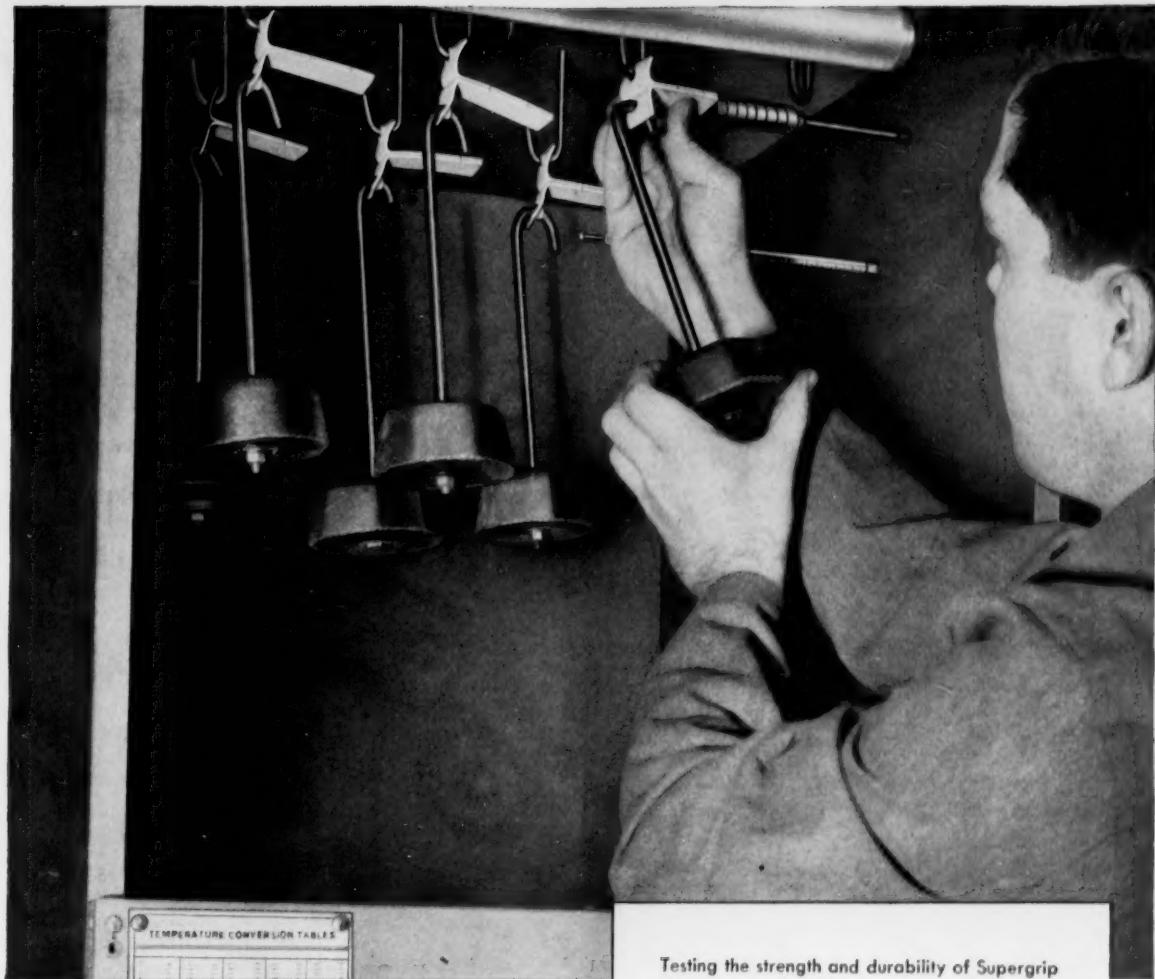
In direct contrast is the situation in a women’s shoe store. Women are just as definitely interested in having a shoe that fits and feels well, that will give satisfactory wear, and that contains certain quality values. The store and salesman also know this.

Nevertheless, the entire approach to selling is different. First, the environment is brighter, gayer. A different “mood” is created to begin with. The salesman also uses the same fitting device—except that he doesn’t make it appear such a solemn business. When the shoes are brought out the emphasis is on fashion, color, appearance. The “mood” is developed so that the customer sees the shoe as making a contribution to her personality. That is, she selects it for that purpose . . . and the salesman sells it with that approach.

Our friend concludes: “Men’s shoe selling tends toward the negative, while women’s tends toward the positive. As a consequence, women like buying new shoes, whereas men acquire a reluctance or delayed action about it. I think we in shoe business have tended to make men look upon their shoes as they do an old pipe, or an old pair of slippers, or an old hat—to retain it with growing affection the older it gets, and to resist as long as possible the purchase of the new article. As a result, much of men’s shoe business is largely a replacement business, in contrast to women’s shoe buying which is motivated by inspired desire.”

We really think our friend has hit the target, and perhaps a bull’s-eye.

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# news X-Ray

Government report on July shoes production brings out some interesting facts. . . . Good news for men's wear field this year. . . . What's ahead for hide prices?



**Latest Facts For Industry release on shoes and slippers by Labor Department for July has some interesting revelations.** One of more significant is fact that expected upturn in shoe production, indicated for first time this year in June figures, did not take place. Instead, July output totaled only 39,003,000 pairs, 5% below June 1954 output of 41,224,000 pairs and 4% less than the 40,485,000 pairs of July 1953.

**Commerce Department figures agreed with Tanners' Council estimate, percentagewise.** Council estimated July production of 38.9 million pairs, also 4% below July a year ago. And Council has also estimated Aug. output at 40.8 million pairs, a further decline of some 4.7% from the 42.8 million pairage of Aug. 1953. (See L&S, Aug. 28 issue.)

**Outlook for remainder of year not as gloomy as might appear.** First, back-to-school sales coupled with fall spurt is bound to clean out retail stocks. Re-orders for fall and winter coupled with forthcoming orders for spring 1955 is bound to ignite production in factories. Tip-off will come in next 30-60 days.

**Another significant point brought** out by Commerce Department release is high percentage of nation's shoes produced by New England factories in July. On the average, New England annually makes about one-third of nation's shoes. In July, New England factories turned out 14,958,000 pairs or 38% of total. This was almost four million pairs above the 11,264,000 pairs reported for Middle Atlantic States of New York, Pennsylvania and New Jersey.

**By states,** Massachusetts led the pack with 8,455,000 pairs, New York was next with 6,045,000 pairs, Pennsylvania third with 4,210,000 pairs, Missouri fourth with 3,931,000 pairs and New Hampshire fifth with 3,437,000 pairs.

**Still another fact indicated by Facts For Industry.** Production of shoes with leather soles dipped to 13,066,000 pairs, a new low of 35% of total. In June, it was 36.6% of the 41,122,000 pairs produced. In July 1953, it was 40% of the 40,485,000 pairs reported. Not a very encouraging outlook.



**Here's a bit of good news.** Harry Doniger, president of David G. Doniger & Co., maker of McGregor sportswear for men, reports men's wear business for fall will be excellent. In addition, Christmas activity, he says, will equal or exceed last year.

**Doniger goes so far** as to predict that more than 35% of the men's wear retail volume for the year will be done in Nov. and Dec. Retail volume for the coming Xmas should exceed \$2,500,000. Among the more popular gift items are sports and leisure apparel with men's wear producers turning out many new ideas for holiday selling, taking advantage of new consumer trend toward more varied leisure wardrobe.

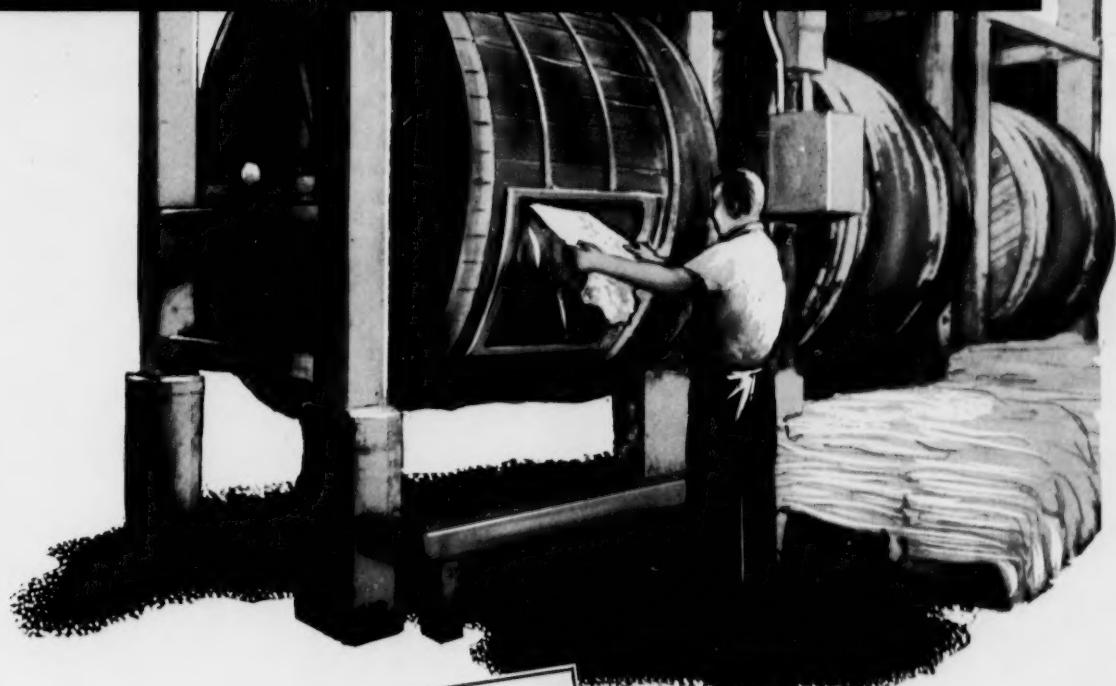
**One of Doniger's main points** was fact that the "go-together look" has become a major trend in men's apparel. The male of the species no longer is willing to put together any old clothes combination. Instead, he insists on selecting all parts of wardrobe — suit, shirt, slacks, sports jackets, shoes, tie, etc. with the idea of how the whole will coordinate. Some enterprising shoe retailers might take advantage of this trend by making the selection job easier through suggested wardrobes—and thus sell many an extra pair of shoes.



**What's ahead for hide prices?** With light native cows at 14c late last week and hide futures unsteady, some observers feel prices will drop to lowest levels since start of World War II some 13 years ago. Price this time a year ago was 18c.

**American Meat Institute also points out that America may soon experience biggest cattle run in history.** Institute is planning wide-scale promotion campaign with Department of Agriculture, producer groups and retail food organizations to increase over-all demand for beef. This is expected to alleviate difficulties of heavy meat supplies brought on largely by drought conditions in 12 states. But what will happen to hide industry when all the hides begin to pile up in packers' cellars? Meat industry is prepared to minimize sharp drop in prices but can hide industry do anything?

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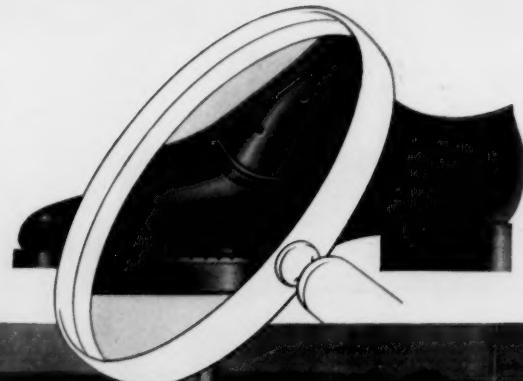
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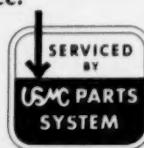
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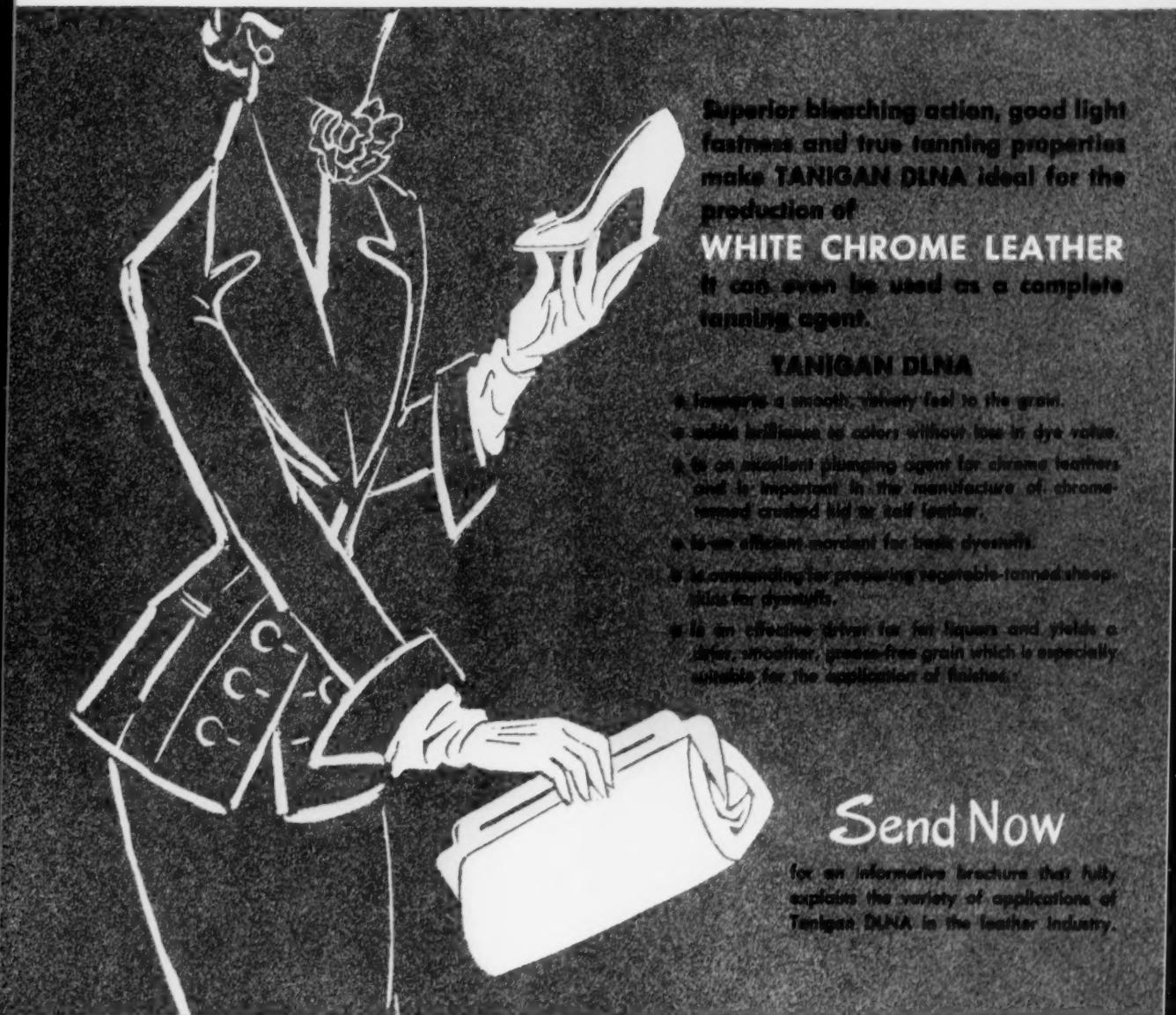
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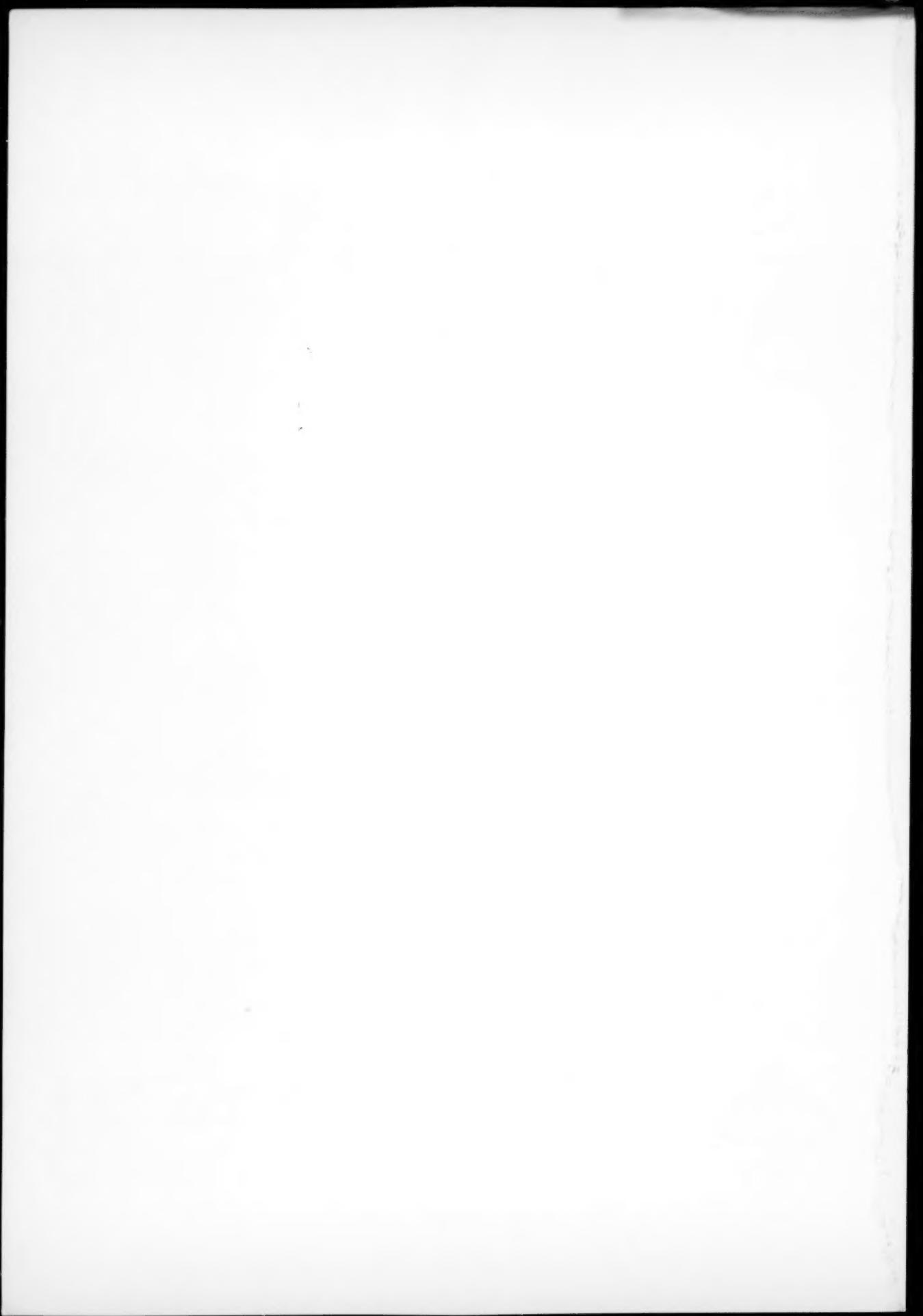
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# LEATHER AND SHOES



*The Magazine for Executives*

## MARKET RESEARCH

### Measuring The Shoe Market Is A Real Industry Need

We Can Produce Far Beyond What We Can Sell—  
So What's Needed Is More Concentration On Selling

By Ben E. Edscorn  
Director of Marketing Research  
International Shoe Co.

**Marketing research is an infant** in our industry, but the need is great. We must catch up with other industries.

In my present capacity with International much of my work regarding sales analyses and potentials is with the individual selling branches. Many of the problems we cope with are not the problems of the parent company, but the problems of the individual sales branches.

An understanding of our set-up at International Shoe will explain why we are so interested in marketing research. We have 18 sales divisions, some large, some small. So we are well acquainted with the problems of distribution of all sizes.

We have in excess of 600 salesmen. So the problems of the salesmen concern us always.

Through its various sales branches International serves in excess of 30,000 independent retailers. So we have a vast stake in the future of America's independent merchant.

We believe sincerely that if all of us expand our knowledge of marketing through scientific market research that we can improve the industry's share of the total consumer dollar.

Last year in these United States the average of all industries spent only

Talk delivered at the Merchandising Clinic, sponsored by National Shoe Mfrs. Assn., New York, August 30.

4.2% of the total research dollar for market research. That is as much as saying that in the need for factual backing the salesman needs but 4 percent of the help, while 96 percent is needed for product and process research. Is it any wonder that this country's ability to produce good goods fast is tasking its ability to distribute them?

We all know what research has meant in the development of everything from frozen foods to the "H" bomb. We need give more thought to what it can do for salesmen.

In our industry in particular this is a great need, for we are even below the low national average. With us the ability to produce more than we sell, is a normal condition. We have increased our ability to produce more and better shoes while watching the ratio of dollar shoe volume to national income dwindle to its present 6 tenths of one cent (.006).

Is that the measurement of the shoe market? Is our potential 6 tenths of one cent of each dollar of income? Or is that a rather shameful fact of the past that we can and must improve?

A selling job at wholesale and retail, such as we have never seen before, is needed. Our business future is on money in circulation, not money in savings banks. Our real competition is not each other, but the



other items that compete for the consumer dollar.

One of the first expressions you run into in market research is B. P. I.—Buying Power Index. I have a great deal of respect for B. P. I. as a measurement of markets.

However, in my years in sales, I have learned that it is not buying power that counts, it's buying. It's not sales opportunity, it's sales.

Market research supplements the sales management function. It provides the answers to "how" and "when" and "where" we can take full advantage of opportunities. It provides accurate and detailed facts upon which marketing decisions can be based.

Every company, large and small, needs a market research department or its equivalent to work on this and similar problems.

**How do you go about it?** Who does the work?

To be effective such a program should be continuous. In a larger company it should be done by full-time people. A smaller company could pick a man who has been around a while and who knows the game. His other duties should not be the kind that press and crowd him daily.

Then turn him loose on a program about as follows:

First, study all of your own sales

reports, records, etc., as if they are being proposed as new reports. Let him question their function, current usefulness, completeness, etc. Let him suggest also what reports you may need that you are not getting.

If you have picked the right man he will have a picnic. Most business is loaded down with outmoded, time-wasting reports. Yet frequently vital data goes to file when the proper person could make good use of it.

Next, put your market research man on a population study, a study of census data. Our markets are people. Our business is tied closely to the age and sex of people, since we manufacture shoes by style and size.

Study census projections and the migratory patterns of population movement. This is the pattern of future markets. Long-range plans that ignore population projections might miss major markets by type, age run, and style.

But people do not always buy where they live, so we are now ready to work toward a more refined measurement of market opportunity. We need to adopt a B. P. I. — Buying Power Index.

**Unfortunately our industry** figures are too incomplete geographically to get an exact measurement. In other industries where almost every company has market research, exact totals by county, by town can be accumulated by the trade association for the benefit of each member. This is a tailored B. P. I. for a specific industry. We get much help from the association, but need look outside the industry for a market index.

The component parts of a good index are:

1. Where people live.
2. The money they have to spend.
3. Where they spend it.

If you are a large company with ample tabulating equipment you can combine various available indexes and experiment until you get one that matches the pattern of your sales opportunity.

If you sell in only one section of the country, that section's index totals can be added up to get a sectional total. Each unit, state, county, or town, can then be divided in turn by this total. This will give you a new index which is that unit's share of your market. In other words, you can mathematically convert U.S.A. index totals into sectional totals.

**If you are a small company,** with no tab equipment, you will not be able to turn out nearly as detailed

data, but surprising things can be done by one girl and a calculator, guided by one man whose major interest is improved market data.

Once you have selected an index that you are satisfied represents your sales opportunity, in a fairly satisfactory way, you can take your shipments or your shipments goal and distribute this total in relation to the index. This resultant total is not potential, in the strict sense, but is your proper share of the market. It shows what each state or county or town should produce to equal the average of your total shipments or shipments goal.

Comparing this with current distribution patterns, shows you where you are strong and where you are weak. Finding out *where* you are weak, sparks a study of *why* you are weak. Is it poor sales coverage or is it poor sales performance? Is it strong sectional competition or is it poor sectional advertising coverage?

**Why do we in shoe business** need to tighten up our market planning?

First, there is that current rock bottom figure of 6 tenths of one cent of each dollar of income.

There is another important reason. In less highly competitive industries the major dollar rewards go to the creator, the manufacturer, and the

stockholder. In our highly competitive industry the big rewards go to the salesmen. The statistics show that the highest paid group of salesmen in America are shoe and apparel salesmen. This means that it costs us more to get the selling job done, than it costs any other industry.

I believe in paying salesmen well. I'd like to see them all getting five figures plus. However, if we are to pay our salesmen in the higher brackets, then we must utilize every available tool in order to get performance commensurate with that remuneration.

**We need tighter controls** in our industry; closer market measurement, better sales selection, better training. We need better knowledge of consumer wants and needs—new ideas that might be sold if we came up with the right answer.

When we look at our market, not solely as what we can take from each other, but as an industry challenge to get more of the consumer dollar—then we see that we certainly are not the industry that should lag in modern concepts of marketing or in a professional approach to market research.

This is a period of both challenge and opportunity. As a first step forward, let's supply our sales departments with more facts.

## ALLIED SHOE SHOW

# Active Sampling Is Backed By Ready-To-Buy Frame Of Mind

Shoe Industry Suppliers Strongly Encouraged By Rising Shoe Factory Activity And General Tone Of Optimism

The Allied Shoe Products Show, perhaps the most sensitive of all barometers regarding outlook for the shoe industry, came through as most had hoped for and some had anticipated. Prospects for stepped-up shoe factory activity in the immediate weeks ahead appear very encouraging, and in some instances was evident a mood of unrestrained optimism.

**Chief indicators were** as follows:

1) Traffic, though substantial, was at ordinary levels. However, sampling activity exceeded that exper-

rienced in previous Allied Shows where traffic was larger.

2) Most shoe manufacturers reported an increased flow of orders coming in to their plants—and hence the need to supplement supplies inventories.

3) These same manufacturers are reporting that inventories of their retail accounts are at genuinely low levels in many if not most instances. "For every pair now sold at retail there will be a need for quick replacement, rather than as heretofore where retailers were to some substantial degree operating off existing inventories with small replacement."

Exhibitors at the Allied Show felt, as usual, that the "mood" of visiting buyers served as an even more positive indicator of business outlook than sampling activity or traffic. As one many-time-exhibitor commented, "Sampling in itself means little. There are always the 'shoppers' and 'curiosity seekers' interested in seeing everything. But unless the sampling is backed up by mental reception or readiness to buy, it means little. This time that kind of 'mental reception' was in evidence."

Further encouragement came from reports presented at the National Shoe Manufacturers Breakfast Meeting, August 31, which upheld the confident outlook found elsewhere. For example, Merrill Watson's statement that "Fall shoe business may be expected to be at least as good, and perhaps better than last Fall." And also that the shoe industry could expect another 500-million-pair year"—which indicates strongly increased factory activity over the remaining months of the year to produce that pairage after the slow production of the first seven months of the year.

This was further corroborated by comments made by William Sheskey, economist of the Association, who foresees a period of wholesome shoe factory activity in the months ahead.

**Industry officials pointed to** the low-level shoe output of only 480 million pairs from July 1953 to July 1954. This is substantially below "par" for the course, and has re-

sulted in a substantial shaving down of retail inventories to a point where many retailers are only too obviously operating with sub-normal stocks while consumer shoe buying has proceeded at a normal clip.

One of the significant points of interest was the intense attention being given to new styling ideas—appreciably more so than in past seasons. As one leading shoe factory styleman commented, "We're undergoing some important changes in almost every branch of shoe business—changes of more depth and scope than in many seasons. We're being forced to keep our nose closer to the market and new developments than ever before."

He pointed out some of these influences, such as the "radical" array of new trims that will play a major role in women's spring-summer shoes; the "color revolution" in men's shoes; the "amazing expansion" of the role of fashion in juvenile shoes; the industry's recognition of "fresh, specific markets" in footwear, such as men's formal wear shoes, the older-age footwear market, the bridal footwear market, the teen-boy market, and several extensions of the regular casual shoe market.

The large majority of exhibitors at the Allied Show felt that it was over-all a gratifying show because the important barometer was clicking: good sampling backed by a ready-to-buy frame of mind among most buyers.

cards due to the expected very heavy run of spring shoe business. (Note: consensus of numerous reliable authorities in the shoe industry is that shoe production, starting somewhere around October, will reach a production level of around 525 million pairs over the next 12 months.)

**One disturbing note** that permeated the Show was the prevailing feeling among many shoe manufacturers that rawstock prices were due to soften still further, bringing leather prices down with them. This stemmed from various sources. For example, the official report that 1954 cattle and calf slaughter would reach an estimated 39,700,000 head—an 8.3 percent increase over last year, and the highest slaughter level on record.

A number of shoe manufacturers expressed the feeling that with such an abundant rawstock supply, and with the probability of a decline in exports as a result of tightening dollar reserves (such as with Japan), there would be a softening of hide prices and hence leather prices.

Some tanners believe this has had a "delaying action" on needed buying, and has been perhaps the chief reason for small-lot, hand-to-mouth buying. However, it is pointed out that a counter-force is in the making: a high and sustained level of shoe production, as is expected to begin shortly, will create a heavier demand for leather to balance the heavy supplies of rawstock, thus tending to stabilize prices despite heavy supplies.

**Bookings of actual business** at the Show followed the customary pattern, with buying reported only as "normal." However, there were several significant developments which were cited as signals or trends. Sampling was reported "far more active" than in the past three seasons. What amazed many tanners was the amount of sampling of high colors and some novelty leathers.

Color sampling of leathers for men's shoes—pinks, lavenders (helio), yellowish-tans, light and dark greens, crimson tones, etc.—was unprecedented. Many tanners were prepared, others were not. Sampling of bright, novelty colors for juvenile shoes was also strongly in evidence. In women's weights there was abundant sampling of pastel and "shock" colors, as expected.

Woven leathers brought tremendous interest—again with the theme of contrasting colors. In the men's field it is felt that the woven leathers will become a rising competitor of the long-dominant mesh in men's

## **READY TO GO**

# **Leather Show Sees Business On Threshold Of Upurge**

Buying Normal But Sampling Very Heavy As Bottlenecks To Increased Buying And Production Seem Ready To Break

### **The break in the leather business lull seems imminent.**

That's the consensus that came out of the Leather Show in New York this week. A strongly confident feeling prevails that a period of good sales and production lies ahead for the three following reasons mainly:

1) Replacement or fill-in orders coming from shoe retailers are showing encouraging increases. It's felt that if this continues, as expected, it will add appreciable strength to

leather sales over the next couple of months.

2) Most shoe manufacturers have little or no leather inventories. Hence, any appreciable increase in shoe production as a result of incoming replacement orders from retailers will require proportionate increases in leather buying for immediate needs.

3) Projecting a bit further ahead into the October-November period, the feeling is that a very substantial level of leather business is in the

spring-summer shoes. At first restricted to higher grade men's shoes, but moving later into volume with prints and simulated woven leathers.

**As to volume,** the side leather tanners have been feeling the best results of recent business pick-up. The Tanners' Council reports that side leather orders in the past two-three weeks have risen 20-40 percent. Calf and kid, however, are still for the most part awaiting their turn for increase in orders. Novelty leathers received good sampling attention for two reasons: 1) interest in new ideas that could give impetus to new styling ideas for spring-summer shoes; 2) their lower or "more flexible" prices.

The feeling that shoe and leather business is "ready to go" was expressed in many quarters. For example, Merrill Watson, executive vice-president of the National Shoe Manufacturers Association, told a large assembly of shoe manufacturers and retailers this week that with retail

inventories low, "the one fly in the ointment may be delays in deliveries of shoes to retailers. Some signs of this are already appearing in the trade. Even a slight bulge in demand could result in a pile-up of orders at the factory, late deliveries, and a loss of business."

Irving Glass, executive vice-president of the Tanners Council, issued a similar warning to shoe manufacturers. "The recent pick-up in some types of leather business is fortunate in that it will tend to avoid the problem of deliveries and the pressure on prices that might well have come a little later as a result of the inevitable rise in orders for leather."

Thus is echoed a familiar sequence of warnings about buying too little and too late: the warnings of hide men to tanners, tanners to shoe manufacturers, and the latter to retailers. As one old shoe man remarked, "Now if someone would only impress the consumer with these facts, we'll all prove right."

and shoe industries was "a figment of trade imagination," Glass revealed that retail sales of footwear for the first eight months of 1954 were well up to last year's levels. Yet shoe production had fallen off seven per cent during the same period, with "clear evidence" that seasonal needs had not been anticipated.

**The turning point** has now been reached in the case of shoe and leather products, Glass said. Evidence that consumer goods are desperately needed has become apparent during the past few weeks, and has been highlighted by the high level of activity at the current Leather Show. This sudden change of pace in the leather and shoe trade is unquestionably a weather-vane for other consumers' goods industries, he added.

Commenting on the present economic structure of the shoe and leather industries, Glass stressed that the price of skins and hides had fallen to pre-World War II levels, with the result that leather shoes offer the consumer greater value than ever before. "The average pair of shoes costs the average consumer the equivalent of three hours labor," Glass explained; "Before the war, the comparable figure was more than five hours' labor at the average industrial rate."

## **1954's GREAT PARADOX**

# **Year Marked By Higher Sales, Lower Production, Says Glass**

Contrast between a sustained consumer demand for soft goods and a sharp decline in production of these goods has proved the great paradox of the year 1954.

However, the paradox is now being resolved, according to Irving R. Glass, executive vice president of the Tanners' Council.

Glass told a press conference held Aug. 31 at the opening of the Leather Show held at the Waldorf-Astoria in New York City that a belated recognition of actual consumer wants and needs has "virtually forced an increase in trade activity." The upturn in the leather and shoe industries, currently reflected at the Leather Show, is of tremendous significance to all consumer goods industries, he said.

The Tanners' Council head attributed the miscalculation of consumer goods sales potentials in 1954 to "a hesitant and over-cautious" business policy and the "conspicuous absence" of vigorous retailing leadership.

"Only now is it beginning to be suspected that normal decisive planning and merchandising, instead of stultifying timidity and caution, might have yielded even greater sales results than the total recorded so far this year," Glass declared.

"Week after week department store sales have equaled or bettered the record totals of 1953. Yet in the face of this striking evidence of consumer demand and consumer sales potentials the Federal Reserve Board index of consumer goods production is off this year by 7% or 8%. Even more important a touch of paralysis has prevailed in distribution because the facts of consumer demand were not quickly and clearly recognized. Stores have been characteristically buying both too little and too late. The net result has been inadequate or unbalanced stocks, lack of goods in depth from which vigorous merchandising and promotional effort could operate."

Emphasizing that the "risks of overproduction" in the case of leather

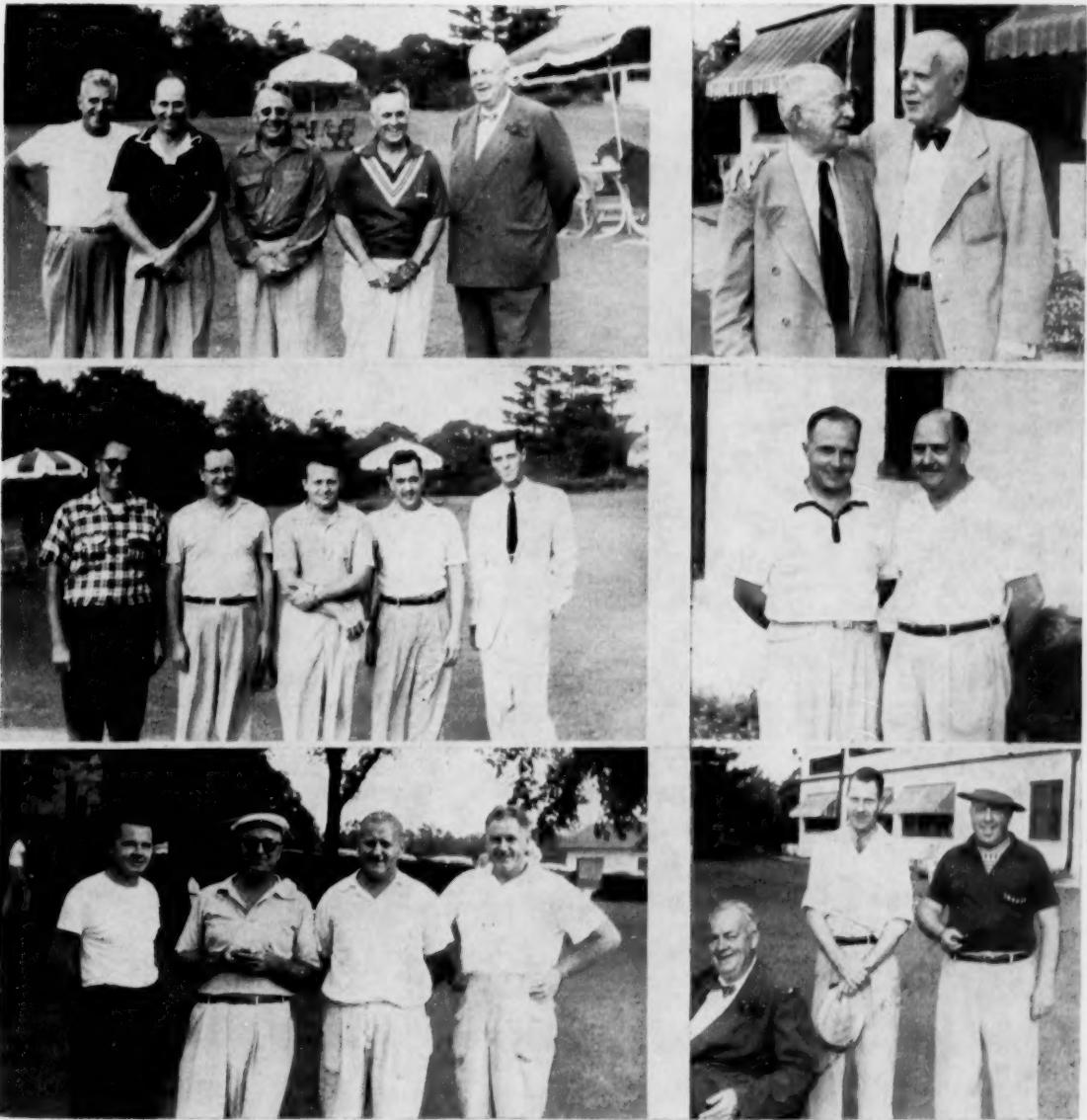
## **Pennsylvania Banquet Set**

Tentative plans have been announced for the annual banquet of the Central Pennsylvania Shoe & Leather Association to be held on Thursday evening, Nov. 18, at the Penn-Harris Hotel in Harrisburg.

D. H. Kreider, president of W. L. Kreider & Sons, Palmyra, president of the association, reports that O. Eugene Dellinger, of the Dellinger Sales Co., Reading, vice-president, has been named chairman of the program committee. Serving with him is John Hungler, of Harrisburg, of the Armour Leather Co., immediate past president of the association. Kreider said he will announce names of other committee members later.

## **Willard Howard Resigns**

Willard Howard has resigned as assistant general manager of United Shoe Machinery Corp., Boston, Mass. The resignation is effective Aug. 31. Howard is planning to enter business for himself.



**TRADE MEMBERS FROM THE CHICAGO-MILWAUKEE AREA** gathered at the Glen Flora Country Club in Waukegan, Ill. on Friday, Aug. 27 for the group's annual golf outing. Outing Chairman was Ed Aulson assisted by Clayton Carey and Don McKee. Jim Morrison won low gross prize with a 77 and Earl Pierce won low net with a 68. First door prize was won by Frank Crystal. All enjoyed a delicious lobster or steak dinner in the evening.

**TOP ROW**—left to right: Andy Heckler, Greiss-Pfleger Tanning Co.; Jim Morrison, Reilly-Whiteman-Walton Co.;

Herb Tetzlaff, Geigy Co.; Clay Carey, Greiss-Pfleger Tanning Co.; Ed Aulson, Aulson Tanning Machinery Co.; Frank Crystal, Tanexco, Inc.; and Harry Jordan, Greiss-Pfleger. **CENTER ROW**—left to right: Harry Miller, A. F. Gallun & Sons; Bill Paul, E. F. Drew & Co.; Tom Kiernan and Murray Jordan, Greiss-Pfleger; Marden Lindsay, Nopco Chem. Co.; Frank Hansen and John Harnly, Horween Leather Co. **BOTTOM ROW**—left to right: Roy Leck, Armour & Co.; Earl Peirce, A. F. Gallun & Sons; Palmer Kreutz, Norman Galbraith, Ed Aulson (Chairman of the outing), John Breidenbach and Henry Kalter, International Salt Co.

# Shoe Industry Is Facing Wholesome Business Prospects

By Merrill A. Watson, Executive Vice President

National Shoe Manufacturers Association

"We can sell at least as many or more shoes in the fall of 1954 than we sold in fall, 1953. This would give us another 500-million pair year. All we need is a little more confidence, imagination, and a powerful sales drive. Prospects throughout the country are good. Consumer disposable income during the remainder of the year will equal and may exceed 1953. A generally favorable selling climate; some increase in employment; and continued high personal savings should combine to help the shoe industry meet and possibly beat the fall of 1953.

"The shoe and leather industries enter the fall in a strong position,"

Talk delivered Aug. 31 at National Shoe Mfrs. Assn. breakfast meeting, N. Y.

Mr. Watson said. "Hide and leather supplies are adequate. Inventories of shoes both at wholesale and retail are down to somewhere near the 1952 level. Retailers will be buying a pair of shoes from now on for every pair sold.

"The one fly in the ointment may be delays in deliveries of shoes to retailers. Some signs of this are already appearing in the trade. Because of a close-to-the-vest inventory policy by retailers, commitments have been held to a minimum. Even a slight bulge in demand could result in a pile up in orders at the factory, late deliveries, and a loss of business.

"There is every reason for the shoe industry to enter the fall with optim-



mism and confidence. The industry produces a necessary product. Its prices are moderate. The average factory value today is approximately \$3.60 per pair, or about 15c per pair less than in 1947. Sixty percent of all the shoes made in the United States retail for less than \$6.00 per pair. With ample supplies of material and a favorable price structure all that is needed is aggressive merchandising on the part of manufacturers and retailers to meet and even beat 1953."

## 500 Million Pairs This Year; Ample Rawstock, Stable Prices

By William Sheskey

Economist, National Shoe Manufacturers Association

Both retail shoe sales and shoe production are expected to reach 500 million pairs in 1954. Retail shoe sales to date this year have been running slightly behind the record levels of 1953. However, by the end of 1954 retail shoe sales are expected to reach or exceed 3 billion dollars.

Shoe production for the first eight months of 1954 was 328,642,000 pairs, 6.6 percent less than in the same period in 1953 when production reached 351,102,000 pairs. However, in the past eight weeks manufacturers' receipts of orders have increased substantially over the same period in 1953. This increase in orders should result in an increase

in shoe output in the remainder of 1954 as compared to 1953.

Inventories of shoes in retail stores at the end of July were approximately five percent below the end of July 1953 levels.

The total cattle and calf slaughter in 1954 is expected to reach 39,700,000 head. The largest cattle slaughter in our history. This represents an increase of 8.8 percent over 1953 and assures the shoe industry of an adequate supply of hides for the remainder of 1954. The domestic supply of hides and skins which in the last 18 months has exceeded domestic consumption, has made the United States an exporter of hides and skins.

Historically, the United States has



been forced to go into foreign markets to secure hides and skins to meet the demand of the leather consuming industries. It is expected that the export balance of hides and skins this year will be approximately 5 million. This foreign trade has had a very stabilizing influence on the hide and skin market. With slaughter expected to continue at these record levels for the next few months, there is every reason to believe there will be adequate supplies of hides and skins to serve the needs of the shoe industry.

Talk delivered Aug. 31 at National Shoe Mfrs. Assn. breakfast meeting, N. Y.

# More Vigorous Industry-Sponsored Shoe Promotion Efforts Urged

By George B. Hess

President, National Shoe Institute

We of the shoe industry have paid too little attention to joint problems and too much to our intra-industry competitive positions. In most cases, our sights as manufacturers and retailers are set to capture more of the shoe market for our own firms instead of more of the consumer dollar for our industry.

The tanners realized several years ago that jointly they could influence the public to use more leather, and there is every evidence to indicate that their splendid publicity program is accomplishing this result.

**In the shoe field** there has been precious little action of this type. As President of your National Shoe Institute, I want to report that we have made some progress in this direction but I am certain that we must go very much further.

Recent activities of the Institute include the "New in Shoes" program, which is in its fourth season. Today, the shoe merchants of this country

Talk delivered Aug. 31 at National Shoe Mfrs.' Assn. breakfast meeting, N. Y.

through their joint advertising and window display efforts are seasonally driving home to the consumer that it is time to consider new shoes. This program has been more successful in the smaller communities than in the very large ones, but it can be said without question that the entire effort has been outstandingly successful. Remarkably enough, these results have been obtained on an exceedingly limited budget.

More recently, the National Shoe Institute has sponsored a special psychological study of men's shoe buying habits in order to lay the foundation for a greater pairage sale of men's shoes. I have in my hand the report of Dr. Ernest Dichter, which is now available to the industry at a cost of \$35.00 per copy. Those of us who have reviewed this report with Dr. Dichter are convinced that it will have a profound effect on the men's shoe advertising of the country both at the national and local levels. Dr. Dichter and his associates recognized many of our problems and after making depth



surveys in order to determine the consumer reactions, they have come up with many constructive suggestions.

**A special steering committee** of manufacturers and retailers will meet next fall in order to determine what the men's shoe industry can do to implement these suggestions. This is a step in the right direction. This is a recognition that our men's industry is competing with automobiles, television sets, home furnishings, and all the rest for that precious consumer dollar.

Are we selling enough children's shoes in this country considering the population figure? Have we reached the saturation point in women's shoes? These are challenging questions, and I urge all of you to enlarge your perspectives and come up with some constructive answers.

## Juvenile Shoe Output And Sales Continue To Show Steady Expansion

By Harold O. Toor

President, H. Jacobs & Sons, Inc.

I am happy to report a fairly bright picture on juvenile footwear. During the first seven months of this year, production of misses', children's and infants' footwear declined considerably as compared with production in 1953 in the same months. But immediately following the July vacation period, orders at the manufacturing level increased from 10 to 13 percent. This indicates that the production of juvenile footwear for the remainder of the year should equal or exceed the production for the same period last year.

Up to and including the year 1946,

Talk delivered Aug. 31 at National Shoe Mfrs.' Assn. breakfast meeting, N. Y.

the per capita consumption of misses' and children's footwear closely resembled the per capita consumption of women's shoes. In 1947, however, the picture changed. While the figure on women's shoes has changed little, the per capita consumption of misses' and children's shoes has increased steadily. Today, the figure is four and three quarter pairs per year, which is one-half pair greater than women's.

**Three important factors** have brought about this increase: Fashion; better merchandising; higher incomes. The juvenile end of the shoe industry has made rapid strides in styling. It is not too many years



back when most good shoes for misses and children had to be the good, old staple types. Today, most children's shoes are well-styled, lighter in weight and appearance,

flexible in construction and made in colors that appeal to the mother as well as the child. This applies to school shoes as well as to party shoes.

As for merchandising methods, television as well as printed advertising has helped substantially to acquaint the child and mother to the styles. Aggressive merchandising has successfully brought out novelty items for the juvenile shoe customer, such as cowboy boots, ballerinas and various types of moccasins. The improved economic condition of the country has helped the juvenile end of the shoe industry a little more than the other branches, as it is the custom of the American consumer to give first consideration to the children in the family.

The drop in shoe production during the last seven months has intensified competition in the children's shoe field to the extent that new styles, new lasts and improvements in construction are being developed constantly. More shoe stores and shoe departments are being opened particularly in the new suburban shopping areas. This enables mothers to shop with the children more readily. This trend to shopping centers is helping the sale of juvenile shoes, according to the opinion of several large retailers.

All of these factors, together with the continued increased birth rate, should keep the juvenile shoe industry on a healthy and expanding basis.

speaker said: "Excuse me, but I'd like to reword your statement: You can't afford not to do it."

**How many of us** in the shoe manufacturing business have properly selected and trained so many good executives that we have had to expand in order to provide jobs for them?

A third weakness of a non-competitive organization is the problem of executives being so close to the work level that the policy level is overlooked. Sometimes a dollar spent can mean two dollars earned. By the same token, an added executive properly selected, properly trained, can relieve an overburdened condition and result in greater profits. It brings to mind a shoe manufacturing firm in the midwest. Time and time again I've heard them criticized behind their backs about the excessive amount of executives they carry. I've yet to know of one of the critics whose percent of profits or sales equals theirs.

Here, then, lies the real competition. The next time you survey your product, your prices, your quality, your service, don't stop there. Dig back to the cause and ask yourself: How competitive is my organization?

## The Important Question Is: Is Your Organization Competitive?

By A. J. Brauer, Jr.

President, Brauer Brothers Shoe Company

All my life I've heard about competition. You can't survive if you're not competitive. As a check, I've constantly asked myself: are our prices competitive? Is our quality competitive? Are our services competitive? All this time I've been asking myself the wrong questions. What I should have asked is, "Is our organization competitive?" A competitive product is the end result of a competitive organization.

An aspirin might relieve a headache but to stop its recurrence requires the elimination of its cause. Likewise, time spent on the product will relieve the non-competitive aspects, but the cause of the non-competitive condition reverts back to a non-competitive organization.

**Operating without the aid** of a management guide, listing the functions, responsibilities and authority and relationships of each executive position, a properly drawn organizational chart, and without the proper controls to see that each member fulfills his function, is a glaring weakness of non-competitive companies. Nothing will show up the weaknesses of a corporation like an organizational chart and its accompanying management guide.



The improper selecting and training of new and existing executive personnel is a second weakness of a non-competitive organization. Good men are available to come into the shoe business but it's our responsibility to screen them properly beforehand to be sure we are hiring the right men. By the same token it is our responsibility to train them well.

Recently a prominent industrialist made the statement that he had so many good executives well trained that he had to expand in order to provide jobs for them. One of our members afterwards asked the speaker: "With a business of your size I can understand how you can spend the time and money training young executives, but my business is small, I can't afford it." The

## Lawrence Pact Extended

Representatives of A. C. Lawrence Leather Co., Peabody, and Local 33, International Fur and Leather Workers Union, have agreed to an extension of the current contract until Oct. 30. Negotiations on a new contract will re-commence in mid-Sept.

Meantime, the National Labor Relations Board is reported to have ruled that Amalgamated Meat Cutters and Butcher Workmen, AFL, has not substantiated its claim that it represents a majority of the leather firm's workers.

Lawrence's contract with IFLWU was due to expire on May 29 but was originally extended until Aug. 29.

## Col. Wentworth Retires

Col. Edward N. Wentworth, head of Armour & Company's livestock bureau since 1923, has retired after 35 years of service with the firm.

Wentworth joined Armour in 1919. Previously he had been associate editor of *Breeder's Gazette* for a short time following his graduation from College. He was a familiar figure at the International Livestock Exposition where he served as superintendent of the arena for many years.

Talk delivered Aug. 31 at National Shoe Mfrs. Assn. breakfast meeting, N. Y.

## **ANOTHER HALF TO GO**

### **First Half Chain**

#### **Profits Down 12.8%**

Profits of the first five shoe chain stores to report their sales and profit figures for the first half of 1954 show a combined drop of 12.8 percent according to a survey from the corresponding 1953 period, completed this week by the New England Shoe and Leather Association.

The Association analysis found that the five companies reported a gain of five percent in overall number of retail stores and a combined decrease of 3.2 percent.

Individually, the only firm to report an increase in sales and profits was G. R. Kinney Co. of New York which showed a gain of four percent in sales and 3.9 percent in profits.

Other firms reported as follows: Melville Shoe Corp., New York, sales off four percent, profits down 10.9 percent; Edison Bros. Stores, sales off 5.1 percent, profits down 12.4 percent; A. S. Beck Shoe Corp., sales off four percent; profits down 29.9 percent; and Spencer Shoe Corp., sales down 7.5 percent.



**GROUND-BREAKING** ceremonies held Aug. 25 to start official construction of new A. C. Lawrence Leather Co. plant in South Paris, Me., show company and state officials ready to wield shovel. New tannery of latest design is expected to be completed in spring of 1955, will be one-story plant covering 160,000 square feet, and produce cowhide upper shoe leathers. Standing, left to right: W. K. Kopp, vice president and general superintendent of A. C. Lawrence; S. N. Nectow, executive vice president, A. C. Lawrence; Howard McDonald, Casco Bank & Trust Co.; Gov. Burton M. Cross of Maine; and Mr. H. N. Goodspeed, president of A. C. Lawrence Leather Co.

## **HOW TO BUILD VOLUME**

### **Retailers Workshop To Stress Techniques**

Down-to-earth recommendations for building more profitable volume in retail stores will be presented at the Shoe Retailers Workshop, a special breakfast session to be held during the National Shoe Fair, Tuesday, Oct. 26, 1954, at the Palmer House, Chicago.

Amos Parrish and Company, Inc., management consultants to retailers and manufacturers, will produce the Workshop specifically to give shoe retailers a definite, workable plan for increasing volume and profit in Spring 1955. The Parrish Company has long been known for its Fashion and Executive Clinics and for its clear-cut presentations of understandable and workable ideas.

According to Maxey Jarman, chairman of the Shoe Fair Committee, the Workshop will thoroughly cover every phase of a profitable shoe retailing operation and will

point out the merchandising and operating techniques that will help build plus figures.

Practices of the most successful stores will be highlighted so that those attending the Fair may check their own operations.

One area of the program will be devoted to merchandising procedures which help build greater profit. Among these are selective buying and operating procedures which, when followed, will help increase the profit of any store. There will be recommendations to help control markdowns, and therefore to help control losses. Basic shoe merchandising facts will be presented in a way to help retailers buy toward sales peaks and plan sales with more accuracy.

Based on studies and surveys of the shoe industry, promotional plans will be analyzed to determine the most profitable usage of advertising money. Manufacturer aids, direct mail and telephone lists are among the promotional devices which, when properly used, can help add profitable volume.

A selling session will include recommendations for sales training,

trading up, selling extra pairs, getting repeat business, selling accessories, and fashion know-how.

The comprehensive program will even extend to the displays and interior designs that contribute to plus sales.

The Committee said that every aspect of a successful retail shoe operation will be presented in clear usable form. An additional feature will be a take-home summary of the facts and recommendations.

### **Blyler Leaves Compo**

Lee L. Blyler has resigned as technical director of Compo Shoe Machinery Corp., and vice president of its subsidiary, Compo Chemical Co., Inc., to join Howe & French, Inc., of Weymouth, Mass.

Blyler will serve with the company's industrial coating and adhesives division in Weymouth and will have manufacturing and sales duties. Before joining Compo in 1945, he was section head for 12 years of the fabrics and finishes division of E. I. Du Pont de Nemours & Co., Inc.



### Leather And Nylon Weave

New leather and nylon woven and knitted materials were introduced at the Allied Products Show by Shoe-Maker Fabrics, Inc., of St. Louis. Pullover features fine strips of black kid leather knitted into open pattern effect with black nylon thread. Material at left is a woven pattern in brown calf leather and beige and brown nylon threads. At top right, material is woven pattern of black kid and black nylon. Bottom right material is russet side leather and

brown nylon thread in a knitted pattern.

Dan Devine, president of Shoe-Maker Fabrics, and William Holden of Binghamton Silk Co., Binghamton, N. Y., worked together for many months in developing the woven items, and Mr. Devine worked with John Abood, of M. Abood Co., New York City, in the development of the knitted items.

The materials will be available in 18 and 36 inch widths and bolt lengths, in a variety of colors.

### WATER-RESISTANT SUEDE

### New Du Pont Process Broadens Suede Appeal

Suede leather garments that are water resistant and can be dry cleaned by ordinary methods will become available in coming months as the result of a new chemical process developed by the Du Pont Company's Grasselli Chemicals Department.

The process, which employs Du Pont's "G-942" Tanning agent and "Quilon" chrome complex, will add greatly to the utility of suede leather, which has long been prized for its luxurious texture, beauty, and comfort. In consequence, it is expected to broaden the market for suede leathers, particularly in the apparel field, where suede has been growing in fashion acceptance.

A striking aspect of the development is the water resistance given to suede leather. The wearer of a suede sports jacket treated with "Quilon"

may be caught in a sudden shower without fear of rain penetrating the garment. While the surface of the garment may become moist, it will dry in a matter of minutes. And the water resistance has been achieved without altering the ability of the leather to breathe.

In the new process, "Quilon" replaces lubricating agents traditionally used in producing suede leather. Unlike the usual oils used in the lubrication of leather, "Quilon" anchors in the microscopic fibers of leather and does not leach or spread out in dry cleaning. As a result, garments made of the new suede leather may be cleaned by ordinary commercial methods available in all parts of the country, without loss of texture, flexibility or pliability, and without change of color.

Research and development are continuing in the glove field where dry cleaning and washability are important. In addition, it is expected that this development will be carried into the field of side leather and certain sole leathers to improve water resistance.

### MERCHANDISING CLINIC

### Shoemen Hear Top Sales Experts

Members of the National Shoe Manufacturers Association enjoyed a rare treat on Monday, Aug. 30 when the Association held its first Merchandising Clinic in an all-day session at the Savoy Plaza Hotel in New York City.

Red Motley, president of *Parade Publications, Inc.*, told manufacturers it was their responsibility to step up their promotional efforts and help retailers sell shoes.

Oscar Wilkerson of Amos Parrish & Co. said the manufacturer-retailer partnership is of no value unless both live up to their obligations. He summed up results of a recent survey by enumerating the various likes and dislikes of buyers and sellers.

Gilbert Starr of Henry A. Loudon Advertising, Inc., Boston, urged manufacturers to get out into the field, find out what is going on before trying to help retailers sell their shoes.

B. E. Edscorn of Market Research Dept., International Shoe Co., said the shoe industry doesn't spare enough time showing us how to take advantage of our sales opportunities. Sales managers are so busy attending to daily operational duties that they have little time to study fundamental market changes.

William Sheskey, Association economist, said the shoe manufacturer must keep abreast of continually changing market conditions.

George J. Vinson, director of the Graduate School of Sales Management and Marketing, said manufacturers should take over broader responsibilities in the field of sales management.

Zenn Kaufman, merchandising consultant, discussed ways and means of injecting more showmanship in the shoe business.

William Rados, sales training consultant, emphasized the important points to be given attention in selecting salesmen.

Dr. Ernest Dichter, president of the Institute for Research in Mass Motivation, Inc., analyzed a recent survey just completed on men's shoe buying habits. He spoke on "How Psychology Helps Selling."

Les Giblin of the Les Giblin Clinic spoke on "How to Increase Your Point-of-Sale Selling Efficiency." He gave a number of valuable selling rules for success.

## Foremen To Meet

The North American Shoe Superintendents' and Foremen's Association has completed plans for its 7th annual convention for Sept. 17-18 at the Walper Hotel in Kitchener, Ont., Canada.

Shoe executives from New England, New York, Pennsylvania and all Canadian shoemaking centers will convene for the annual two-day-get-together, according to Pat Reilly, president of the Association.

The Ontario Shoe Superintendents' and Foremen's Association will play host to all visitors, has planned an interesting program of educational and social activities.

Annual election of officers for the North American group will be held Saturday morning, Sept. 18, in the Oak Room of the Walper Hotel, Reilly said.

## INDUSTRY LOSSES

### Hurricane Damages Bay State Plants

Hurricane "Carol" which swept across New England on Tuesday, Aug. 31, left a wide swath of damage in leather and shoe centers throughout Massachusetts, New Hampshire and Maine.

Many New England tanners and shoemen in New York for the Leather Show cut short their stay to rush home and get started on repairs. Train service from New York to Boston was resumed on Wednesday although forced to reroute through Springfield.

Lashing winds threw thousands of shoe and leather workers out of work as power lines in most cities were downed and electric power cut off. First reports stated that actual damage to plants was not extensive and could be repaired shortly.

In Brockton, president John J. Jankowski of the Brotherhood of Shoe and Allied Craftsmen said that only three of the 18 plants where the union is representative were running on Thursday. The three were Dartmouth Shoe Co., Berco Shoe Co., and Chas. A. Eaton Shoe Co.

All other shoe plants were shut down for the day, including Regal Shoe Co. in Whitman. The latter was due to resume work on Thursday morning.

The plant housing Howard & Foster Shoe Co. and Victory Shoe Co.

suffered most damage in the area with many windows blown out during the storm. Carpenters worked throughout Tuesday night to repair the damage.

Reports from the Salem-Peabody leather area were scattered but it appeared a good many tanneries were shut down on Wednesday for lack of power. Most of these were expected to re-open on Thursday.

Incomplete telephone service late this week prevented an immediate check of New Hampshire and Maine areas. However, it was reported that many plants were idled on Wednesday.



NEW DIRECTOR of Technical Service Laboratory of The River Plate Corp., New York, is Dennis A. Blackford. The Laboratory was established last Oct. at the Newark plant. George H. W. Humphreys has returned to his post at the Forestal Central Laboratories in Herpenden. Blackford studied at Leathersellers Technical College in London and worked in English light and heavy leather tanneries. During World War II, he was an RAF pilot. He will maintain collaboration with the Herpenden organization in leather research and chemistry.

## REVERSED AGAIN

### July Figures Revert To Downward Trend

End of the downward trend in shoe production during 1954, presaged in earlier June figures, received a setback this week with release of official July production figures by the Census Bureau of the Commerce Department.

The Bureau reported July production at 39,003,000 pairs, five percent below the 41,224,000 pairage of June 1954 and four percent less than the 40,485,000 pairage of July a year ago.

A breakdown by categories showed men's other than work shoe production at 5,002,000 pairs, 17 percent less than the 6,005,000 pairs of June and 13 percent less than the 5,730,000 pairs of July 1953. Men's work shoes totaled 1,643,000 pairs in July this year, one percent above June but 10 percent below July last year.

Women's dress and work shoes amounted to 14,548,000 pairs, an increase of nine percent over the 13,347,000 pairs reported in June 1954 and eight percent better than the 13,482,000 pairage of July 1953. However, output of women's sandals and playshoes totaled 5,254,000 pairs, 16 percent below the 6,257,000 pairs of June 1954 and three percent below the 5,393,000 pairs of July a year ago.

Slippers for housewear amounted to 4,188,000 pairs, five percent above the 3,989,000 pairs of June but 13 percent less than the 4,790,000 pairs of July 1953.

Declines from July 1953 were indicated in all other categories.

## Landis To Make Machines

Landis Machine Co. of St. Louis, manufacturer of shoe repair machinery, will continue to make chain stitchers and all-purpose bench machines formerly manufactured by Champion Shoe Machinery Co., according to Ernest Dunford, Landis vice president. Landis recently purchased assets of the Champion firm.

Dunford added that Landis will also continue to make its own all-purpose bench machine and a lock-stitching machine for shoe manufacturers. He said the Champion chain sticher is used mainly in factories producing very low priced footwear. Landis will also provide service for Champion machines now in use over the country.

## Packer Locals May Strike

Members of Local 25, United Packinghouse Workers of America, CIO, numbering some 2800 in all, have voted to authorize a strike against Wilson & Co., Chicago, one of the nation's "Big Four" packers.

## Letters

### The Fault Is Elsewhere

Sirs:

Your August 14 editorial, "Half Of Our Shoes Are Sold Through Untrained Salesmen," contained a lot of blood and guts, as do most of your editorials. I only wish that this information would get to more retailers rather than primarily to manufacturers.

You've done such a thorough job on the retail salesmen that you ought now to get to the root of the problem—the managers and owners of stores and their own sales training. Have you ever investigated the road salesman and his own sales training? They too are involved in some of the training of the store manager and retail clerks. Also, what about the training of the factory sales manager, who is the source of training for the road salesman?

I'm one of the minority who thinks that the retail salesman does a far better job than his boss, the road salesman, or the factory sales manager. I think all of us have had the cart before the horse too long.

James S. Legg  
Vice President

Heydays Shoes, Inc.  
St. Louis, Mo.

### The Old Kickback

Sirs:

Each week when your magazine arrives the first thing I look at and read is your editorial. I wish to commend you about them, and particularly several recent ones.

I liked especially the one entitled, "Who Is To Judge Shoes—The Shoe Man Or The Chiropodist?" Frankly, I don't bother with any of the chiropodists. I've found that most of them want a kickback, and this is one thing I refuse to do. I've been in business 50 years, 40 of them for myself, and before I would give someone a kickback I would quit. What's more, how many doctors and chiropodists really know shoes?

J. H. Geiger

Geiger & Strauss Shoes  
Richmond, Va.

### Tanning Student

Sirs:

I am seeking a higher education in Leather Technology in the United States. I have already undergone a college course in tanning in India. I am presently serving with a firm manufacturing heavy leather, and I have

been with this firm for the past four years.

However, I cannot afford to study advanced tanning methods in the United States without an opportunity to financially support myself at the same time. If such an arrangement were possible I am prepared to work after school hours with some leather or allied concern to cover part of my expenses. I would like to hear from any interested persons in the U. S. tanning industry concerning this matter.

O. P. Gulati  
C/o Kapurthala Northern India  
Tanneries Ltd.  
Kapurthala (Pepsu)  
India

## MILITARY BUYING

### Invitations

**Safety Shoes.** The New York Navy Purchasing Office, Brooklyn, N. Y., has issued Inv. No. 57-55 calling for 684 pr. Shoes, Safety, Semiconductive, type 1, Class B, Brown to Mil Specs MIL-S-3794. Opening Sept. 17 in New York.

**High Service Shoes.** Philadelphia Quartermaster Depot, 2800 South 20th St., Philadelphia 45, has issued Invitation No. QM-36-106 calling for bids on 26,140 pairs of men's high, black leather service shoes. Bid opening Sept. 20 at 2.00 p. m. at Philadelphia office. Delivery Dec. 1954-Jan. 1955. This procurement for the Air Force.

### Bids

**Leather Cases.** Hercules Leather Goods Co., N. Y. C., was low bidder under Inv. No. 57206 which opened at the General Services Adm. NYC. Hercules quoted \$10.86 each for 35 Cases, brief bag-type 1X, color brown, smooth case leather, size 16 inches long and 14 inches high, to Fed. Specs KK-C-121c, for delivery to San Fran., Calif.

Hercules Leather Goods also was low bidder under item 2 of this bid with a unit price of \$13.29 each for 45 Cases, Catalog, type VIII, size 11 inches high, 16 inches long, and 6 inches wide, color brown, smooth case leather, 3 pocket to Fed. Specs KK-C-121c for delivery to San Fran., Calif.

## Awards

**Men's Service Shoes.** Three awards have been announced by the Philadelphia Quartermaster Depot on Invitation QM-36-030-55-63 covering men's leather service shoes with rubber sole and heel, item 1, russet, and item 2, black. Endicott-Johnson Corp. of Endicott, N. Y., was awarded contract to make 115,000 pairs under item 1 at \$4.18 per pair and 25,000 pairs under item 2 at \$4.18 per pair. Total dollar value was \$585,200.

J. F. McElwain Co. of Nashua, N. H., will make 225,000 pairs under item 1 at \$4.66 per pair, total value \$1,048,500. International Shoe Co. will make 100,860 pairs under item 1 at \$4.62-\$4.72 per pair, total value \$466,059.20.

## Deaths

**Edward J. Rafferty . . . 52, bide and skin executive,** died recently in Pittsburgh Hospital, Pittsburgh, Pa., following a short illness. Well-known in Eastern rawstock and leather circles, he represented the third generation of his family in the hide and skin business which he operated at 1228 River Ave., North Side. Rafferty was a member of the Sacred Heart Church for 40 years. He leaves his wife, Thelma S.; three brothers and four sisters.

**Michael Capachione . . . 62, leather executive,** died August 14 while visiting relatives in Italy. He was president of Capachione Brothers Leather Co. of Brockton, Mass., and had been active in the industry for many years. A native of Italy, he had lived in Brockton for 45 years. He was a World War I veteran and a member of the Brockton Chamber of Commerce, the Novelli Club, and Christopher Columbus Lodge, Sons of Italy.

**Alfred C. Drochelman . . . 62, shoe executive,** died of cancer August 28 at his home in Clayton, Mo. A veteran sales executive, he was sales manager of the Peters Shoe Co., division of International Shoe Co., St. Louis. Drochelman was also a director of the First National Bank of Clayton and a member of the Clayton Board of Aldermen for 13 years. He was active in Lutheran Church affairs and a former president of the Clayton Park Board. Surviving are his wife, Estella; a son, William; and two daughters, Mrs. Carol Winkelmeier and Miss Grace Drochelman.

(Other Deaths on Page 38)

## LEATHER MARKET REPORT

# Leather Show Week Keeps Tanners Busy In New York

Local Markets Have Little To Do  
But Wait Returns On Semi-Annual Event

**Sole leathers hope for best.**  
Most tanners expect decent pick-up after Labor Day. None are willing to say what new season will bring.

Prices generally unchanged for lack of activity. Good quality light bends usually bring 66c tops with the best selected held up to 68c. Most sales reported in lesser selections at 64c or less. On 8-9 irons, best prices heard are 58-57c and below. The 9-10 iron bends still held at 50c while 10 iron and above are at 48c and down.

**Sole leather offal sluggish.**  
Sales, as in recent past, are for small quantities and not too much interest reported. Tanners and dealers say they get close to asking prices.

Steer bellies generally move at 27-28c with cow bellies bringing some interest at 26-27c. Single shoulders with heads off bring tops of 48c or a cent or two less; those with heads on are at 41c and below. Double roughs held at 48c for better light-weight stock. Top grades a few cents more. TR still 44c and below. Nothing doing in heads and shanks.

**Calf leather precarious.** New declines in raw calfskins reported this week cause most buyers to withdraw from market. Any interest shown is at reduced prices. Tanners are willing to talk lower prices but not enough sales to set new price levels.

Volume men's weights have been bringing 85c and down—now a cent or two less. Top grades still held around \$1.06 since these are still wanted.

Women's weight smooth calf most often heard now at 87-88c and below for regular sized skins. High colors in small skins still pegged at 96c and below. Volume or what there is of it between 80-50c. New selling prices expected to show reductions of 2-3c.

Not much doing in suede calf. About the best business in this type reported in heavy suede at \$1.00 and below.

**Sheep tanners hold own.**  
Sheep market has been fairly steady, unaffected by constant ups and

### Prices and Trends of Leather

| KIND OF LEATHER           | THIS WEEK | MONTH AGO | YEAR AGO    | 1953 HIGH |
|---------------------------|-----------|-----------|-------------|-----------|
| CALF (Men's HM)           | 63-1.04   | 67-1.06   | 77-1.15     | 95-1.20   |
| CALF (Women's)            | 56-95     | 58-97     | 67-1.00     | 80-1.03   |
| CALF SUEDE                | 75-1.10   | 75-1.15   | 75-1.15     | 85-1.10   |
| KID (Black Glazed)        | 55-90     | 55-90     | 55-90       | 75-90     |
| KID SUEDE                 | 45-95     | 45-95     | 48-91       | 80-96     |
| PATENT (Extreme)          | 52-62     | 52-62     | 55-60       | 60-64     |
| SHEEP (Russet Linings)    | 15-23     | 15-23     | 20-32       | 18-32     |
| KIPS (Combination)        | 47-52     | 48-52     | 54-60       | 64-68     |
| EXTREMES (Combination)    | 44-49     | 44-49     | 50-55       | 56-59     |
| WORK ELK (Corrected)      | 34-38     | 34-38     | 39-43       | 38-45     |
| SOLE (Light Bends)        | 64-68     | 64-68     | 66-69       | 68-72     |
| BELLIES                   | 27-28     | 27-28     | 27-30       | 26-29     |
| SHOULDERS (Dble. Rgh.)    | 44-48     | 44-48     | 51-55       | 51-56     |
| SPLITS (Lt. Suede)        | 32-38     | 32-38     | 33-39       | 35-39     |
| SPLITS (Finished Linings) | 17-22     | 17-22     | 18-22       | 24-26     |
| WELTING (1/2 x 1/2)       | 7-7 1/4   | 7-7 1/4   | 7 1/2-7 3/4 | 8         |
| LIGHT NATIVE COWS         | 13 1/2-14 | 15 1/2    | 18 1/2      | 20 1/2    |

All prices quoted are the range on best selection of standard tannages using quality rawstock.

**SHEWAN**

★

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brushed nap,  
reversed  
kips ...

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Well known Tannages  
• KLENZETTE  
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ORIGINAL GENUINE  
**Kleenette**  
WASHABLE LEATHER

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uppers with Kleenette.

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Chicago 22, Illinois

BOSTON Merchant-Taylor  
NEWARK, N. J. Norman Hertz  
PHILADELPHIA Schenck-Leather Co.  
SAINT LOUIS Meyer & Son Leather Co.  
MIAMI BEACH Edward A. Volbrecht, Jr.  
LOS ANGELES A. J. & R. Cook  
CINCINNATI J. E. Tracy

downs of rest of rawstock market. Consequently, sheep leather tanners report a constant business though far from spectacular. Result is, prices generally hold steady from week to week.

Boot linings get 25c for better grades, 23c and below for volume. Heavy boot lining russets still held at 30c and below for specialties. Shoe linings bring up to 23c but, here again, volume is at 20-15c.

Colored vegetable linings still move moderately at 27c and below for shoes. Chrome linings 30c and down in most places.

**Side leathers mark time.** Hopes widespread that Leather Show will produce spurt. Meantime, sales are far from satisfactory. Tanners try to keep prices steady in face of declining rawstock prices. Latter at lowest level since start of World War II. However, tanners claim retail sales must soon bring upturn in demand for new leathers. Till then, situation is difficult.

Combination-tanned kips last heard at 52c and below for top grade heavyweights. Extremes generally held at 43c and below. What next few days will bring is anybody's guess. Large leather does best at 39c and down.

Chrome tanned kips generally held at 49c and below for better grades. Quality extremes 45-46c and down, large leather 39-40c and below. Volume large leather of good quality moves best in low 30's.

**Splits hold on.** Not too much doing this week as buyers press for even lower prices. Tanners try to hold on until hide market is more defined. Meantime, sales are small and slower. Only good reports come from white suedes which are in for good season.

Finished linings do best at 18-14c. Top grades heard at 20-18c. Suede linings move at 22c and below. Non-slips do best at 17c although some tanners up to 22c.

Suede splits still 38c and below. Heavy suede for unlined shoes moves at 38c and below. Not too much above this.

Sole splits held at 28-26-24c for 4-5 ounces, 32-29-26c for 5-6 ounces, and 39-36-33c for 6-7 ounces. Activity reported as moderate.

**Work glove moving along.** Tanners continued to hold prices at steady levels for top finished work glove splits while buyers showed fair interest in these productions but continued to talk discounts of a cent or two on less desirable tannages depending upon quality.

In some selling quarters, it was indicated more volume needed although a number of tanners have done enough business during the past few weeks to maintain operations and keep busy making deliveries on the previously booked sales.

LM weight work glove splits continue at 14c for No. 1 grade, 13c for No. 2 grade and 12c for No. 3 grade. M weight is quoted steady at 15c for No. 1, 14c for No. 2 and 13c for No. 3.

**Garment centers quiet.** Sheepskin garment leather reported rather slow moving with suede of domestic origin moving in spotty fashion around 30c and down. Grain finish held in the range of 30-32c and down.

Some tanners, due to high prices paid on foreign raw skins, have found it necessary to price their foreign suede sheep at 36c and down but admitted this basis was too high to be competitive.

Horsehide garment leather quiet. While good tannages listed at 36c and down, buyers showed less interest.

Cowhide garment leather, although held at 1-2c higher prices by some sellers, seemed only steady at 31-32c.

**Bag, case and strap mixed.** Business has been seasonal in character of late.

Manufacturers have been picking up various odd lots to fill immediate and nearby requirements. As yet, little desire shown to make any forward commitments and purchases made seem to be for fill-in purposes to replace depleted stocks.

Most buyers appear to be following a conservative policy while watching development in surrounding markets. Tanners and jobbers alike say they would like to increase their volume business and are hoping that demand will broaden after the Labor Day holiday.

Case leather quoted steady with 2-2½ ounce at 42-43c and 3-3½ ounce at 43-44c. Russet strap leather, Grade A, quoted unchanged, 4/5 ounce around 50c, 5/6 ounce 52c, 6/7 ounce 54c, 7/8 ounce 56c, 8/9 ounce 58c, 9/10 ounce 61c and 10/11 ounce 64c.

Prices still 2-3c less on Grade B and 5-6c less on Grade C. Colors command 3c more and glazed 2c above russet prices.

**Kid leather draggy.** Tanners report business has shown few signs of picking up.

Black suede continues to move in some small quantity, mainly in low-to-medium grades. Some tanners also report they are selling a little black glazed. Linings moving just about to the same degree as black suede.

Nothing at all reported about slipper leather and very little about crushed. Satin mats considered practically dead by all but an occasional tanner. No price changes reported. Rawskin situation continues to be very unsatisfactory.

#### Average Kid Leather Prices

|            |            |
|------------|------------|
| Suede      | 32c-90c    |
| Crushed    | 25c-75c    |
| Slipper    | 25c-60c    |
| Linings    | 25c-55c    |
| Glazed     | 25c-\$1.00 |
| Satin Mats | 69c-98c    |

**Belting leather levels.** Things little changed since last week.

Curriers continue to buy only as they need, and rough leather tanners say that this makes for not much business. No price change reported.

Curriers reporting some orders in small amounts. There is talk of eventually increasing prices if circumstances warrant but actual price lists are still unchanged.

#### AVERAGE CURRIED LEATHER PRICES

|                 | Best Selected | No. 2     | No. 3     |
|-----------------|---------------|-----------|-----------|
| Curried Belting |               |           |           |
| Butt Bonds      | 1.25-1.35     | 1.23-1.31 | 1.16-1.27 |
| Centers 12"     | 1.53-1.64     | 1.43-1.55 | 1.41-1.45 |
| Centers 24"-28" | 1.51-1.58     | 1.41-1.52 | 1.39-1.53 |
| Centers 30"     | 1.47-1.52     | 1.37-1.47 | 1.35-1.43 |
| Wide Sides      | 1.22-1.25     | 1.18-1.21 | 1.12-1.14 |
| Narrow Sides    | 1.14-1.17     | 1.11-1.13 | 1.05-1.07 |

Premiums to be added: Ex Light, plus 5c-10c; Light, plus 7c; Heavy, minus 5c-10c; Ex Heavy, minus 5c.

**Glove leather slack.** Glove business is experiencing one of its worst seasons in a good many years. Tanners suffering as a result.

Glove leather quiet and prices soft. Suedes quoted from 36c down but buyers with any kind of an order can get substantial concessions.

Glove leather prices firm and stocks on hand are not burdensome. With only two months of the cutting season left, both Tanners and Glove Manufacturers are moving cautiously.

Pig is the most popular of the glove leathers. Buyers ideas 60c to 65c for a good cuttable grade. Lower grades sell readily for two piece gloves and palm stock.

Deerskins have a fair sale. Buyers ideas are from 40c to 45c for a clean run. In the cheaper leathers, Iranians just fair at 26c, 21c and 17c.

## Tanning Materials

### Raw Tanning Materials

|  |  |
|--|--|
| Divi Divi, Dried, 48% basis shp't, bag | \$72.00  |
| Wattle Bark, ton                       | "Fair Average" \$98.00<br>"Merchantable" \$94.00 |
| Sunace, 28% leaf                       | \$124.00   |
| Ground                                 | \$120.00   |
| Myrobalans, J. I's Bombay              | \$43.00  |
| Sorted                                 | \$48.00  |
| Genuine                                | \$49.00  |
| Crushed 42-44%                         | \$62.00  |
| Valonia Cups, 30-32% guaranteed        | \$49.00  |
| Valonia Beards, 40-42% guaranteed      | \$63.00  |
| Mangrove Bark, Ecuadorian              | \$34.00  |
| Mangrove Bark, Colombian               | \$58.00  |
| Mangrove Bark, 38% E. African          | \$69.00  |

### Tanning Extracts\*

|   |          |
|---|----------|
| Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant       | 4.00     |
| Tank cars   | 4.75     |
| Barrels, c.l.   | 5.10     |
| Chestnut Extract, Powdered (basis 60% tannin) f.o.b. plant      |          |
| Bags, c.l.  | 10.32    |
| Bags, l.c.l.  | 11.02    |
| Cutch, solid Borneo, 55% tannin                                 | .08%     |
| Hemlock Extract, 25% tannin, tk. cars f.o.b. works              | .0625    |
| bbis. c.l.  | .06%     |
| Oak bark extract, 25% tannin, lb.                               | .06%     |
| bbis. 6 1/2-6 1/2, tks.   | .06%     |
| Quebracho Extract:  |          |
| Solid ord., guaranteed 63% tannin, c.l.                         | 11.31/64 |
| Solid, Clar., guaranteed 64% tannin, c.l.                       | 12.3/16  |
| Wattle extract, solid, c.l., East African 60% tannin            | .09%     |
| Wattle extract, solid, c.l., South African 60% tannin           | .10      |
| Powdered super spruce, bags, c.l.                               | .05%     |
| .65%; l.c.l.  | .05%     |
| Spruce extract, tks., f.o.b. wks.                               | .01%     |
| Myrobalan extract, solid, 55% tannin                            | .07%     |
| Myrobalan extract, powdered, 60% tannin                         | .09      |
| Valonia extract, powdered, 63% tannin                           | .08%     |
| Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin | .16%     |
| Wattle Extract, Powdered, Swedish, 73% tannin                   | .15%     |
| Powdered Spruce, spray dried, Swedish                           | .04      |
| Myrobalan, Swedish, Powdered 68-70%                             | .11%     |
| Oakwood, Swedish, solid, 60-62%                                 | .11%     |
| Oakwood, Swedish, powdered, 64-66%                              | .12      |
| Larchbark, Swedish, solid, 54-56%                               | .11%     |
| Larchbark, powdered, Swedish spray-dried, 58-60%                | .12%     |

### Tanners' Oils

|   |             |
|---|-------------|
| Cod Oil, Nfdd., loose basis, gal.               | .90-.95     |
| Cod, sulphonated, pure 25% moisture             | 13-.13 1/2  |
| Cod, sulphonated, 25% added mineral             | 11 1/2-.12  |
| Cod, sulphonated, 50% added mineral             | 11-.11 1/2  |
| Castor oil, No. 1 C.P. drs. l.c.l.              | .20         |
| Sulphonated castor oil, 75%                     | .20         |
| Linseed oil, tks., f.o.b. Minn.                 | .14         |
| drums   | .15%        |
| Neatsfoot, 20° C.T.                             | .29-.30     |
| Neatsfoot, prime drums, c.l.                    |             |
| Neatsfoot, 30° C.T.                             | .27-.28     |
| f.o.b. Chicago                                  | .18%        |
| l.c.l., f.o.b. Chicago                          | .18%-19%    |
| Neatsfoot, sulphonated, 75%                     | .18-.18 1/2 |
| Olive, denatured, drs. gal.                     | 2.20        |
| Waterless Moellon                               | .14-.14 1/2 |
| Artificial Moellon, 25% moisture                | .13         |
| Chamois Moellon, 25% moisture                   | .11-.12     |
| Common degras                                   | .12-.13     |
| Neutral degras                                  | .25-.26     |
| Sulphonated Tallow, 75%                         | .13 1/2-.14 |
| Sulphonated Tallow, 50%                         | .10 1/2-.11 |
| Sponging compound                               | .13-.14     |
| Split Oil                                       | .11-.12     |
| Sulphonated sperm, 25% moisture                 | .18-.19     |
| Petroleum Oils, 200 seconds visc., tks., f.o.b. | .14%        |
| Petroleum Oils, 150 seconds visc., tks., f.o.b. | .13%        |
| Petroleum Oils, 100 seconds visc., tks., f.o.b. | .12%        |

\*Imported Extracts are plus duty.

BARBOUR WELTING COMPANY  
BROCKTON 68, MASSACHUSETTS

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Better than you ever thought they could be made.  
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And as always the finest  
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Here are 3 SHOE PRODUCTS THAT SAVE PENNIES

INNERSOLES  
PLATFORMS  
WEDGIES

LYNN INNERSOLE CO., ALLSTON, MASS.

## Market Falters Again With Biggest Decline In Calfskins

Easing Hide Futures, Resale Offerings Serve To Undermine Price Structure Again

**Big packers weaken again.** With many members of the hide trade attending the Leather Show in New York, the market showed a tendency to falter. Easiness in hide futures brought out some resale offerings from dealers and traders at prices competitive with the spot market which tended to undermine the situation. There were reports in trade circles that some resale lots of light native cows sold down to 13½c.

As the week opened, buyers inclined to bid the market down on big packer offerings, indicating ideas a half cent lower on all selections except on branded cows for which one cent lower prices were bid. Fair amount of interest at the lower levels not only by dealers and traders but also tanners. Packers at first declined the lower bids.

One big packer opened the week's trading by selling a car of about 1,200 Omaha heavy native cows at

13c while another big packer sold 1,000 South Omaha heavy native steers at 13c, these prices steady compared with previous trading.

On Tuesday, however, cow selections appeared more vulnerable to pressure from buyers for lower prices. Following a sale of 4,000 Chicago branded cows at 11c, made by an independent packer, one of the big four killers sold 2,500 Wichita light average branded cows at 11½c, registering a half cent decline. Packers apparently had in mind that production of cows is running a greater percentage and the branded cow run is expected to show a further seasonal increase in the next few weeks.

At the same time, supplies of heavy native steers and branded steers were well sold up in volume trading during the previous week and enough demand developed at mid-week to maintain the going

prices. One big packer sold 1,400 St. Louis and another big packer 1,600 Kansas City-Sioux City heavy native steers steady at 13c.

There were very few, if any, closed packs of heavy native steers available among the big four killers. Sale of slightly over 4,000 butt branded steers confirmed by one big packer on the steady basis of 10½c. Interest in Colorado steers, meanwhile, not quite so keen.

Late in the preceding week, sales of bull hides made at steady prices, northerns bringing 8½-7½c, rivers 8-7c and some June forward Denver production at 7-6c for native and branded.

**Independents off, too.** Packers' Ass'n. confirmed selling 4,000 branded cows at 11c, registering a half cent decline this week. Late in the preceding week, this same seller had sold 10,000 mixed July-Aug. heavy native cows at 13½c and light native cows at 13¾c, prices steady on the heavies and ¼c down on the lights.

Independent packers in the mid-west generally slow to offer hides and did very little business up to midweek. New York packers active, one killer selling a couple packs of Colorado steers at 10c following earlier sale of 1,000 butts at 10½c. One killer moved 900 New York heavy native steers at 13½c; also 900 Pittsburgh heavy native steers sold at 13½c with lights at 14½c.

About 800 New England heavy native steers and cows brought 13½c. Sale of 2,500 southeastern (Moultrie) light hides confirmed at 15c for natives and 13c for brands.

**Small packers undecided.** Tanners were not too anxious to buy, watching developments at the New York Leather Show as well as the course of trading in big packer hides.

Sales at steady to ½c lower prices in big packer hides generally tended to make buyers more cautious. Light hides in the southwest slow to sell although Texas 40 lb. avg. good small packers brought up to 13½c flat fob.

Midwestern hides of plump description averaging 46 lbs. brought 12c selected fob. Some very choice plump hides from eastern Indiana averaging up to 51-52 lbs. brought 11½c selected fob. low freight point, about two cars involved.

At the same time, some good mid-western 50 lb. avg. small packers sold at 10½c selected fob. shipping point, here too a couple cars being involved. As a result of the trading in the 10½-11½c range, the market

### HIDE FUTURES

|         | Close Sept. 2 | Close Aug. 26 | High for Week | Low for Week | Net Change |
|---------|---------------|---------------|---------------|--------------|------------|
| October | 12.95T        | 13.32T        | 13.30         | 12.78        | -37        |
| January | 13.55B        | 13.92T        | 13.95         | 13.39        | -37        |
| April   | 14.04B        | 14.35B        | 14.35         | 13.98        | -31        |
| July    | 14.50T        | 14.75B        | 14.80         | 14.36        | -25        |
| October | 14.87B        | 15.12B        | 15.06         | 14.77        | -23        |
| January | 15.11B        | 15.48B        | 15.45         | 15.45        | -37        |

Total Sales: 342 Lots

### HIDE AND SKIN QUOTATIONS

|                         | Present | Week Ago | Month Ago | Year Ago |
|-------------------------|---------|----------|-----------|----------|
| Heavy native steers     | 13 -13½ | 13 -13½  | 12 -12½   | 17½      |
| Light native steers     | 14½     | 14½      | 14 -14½   | 18       |
| Ex. light native steers | 19      | 19       | 19        | 21       |
| Heavy native cows       | 13 -13½ | 13 -13½  | 13 -14    | 17 -17½  |
| Light native cows       | 13½-14½ | 14 -14½  | 14½       | 18½      |
| Heavy Texas steers      | 10½     | 10½      | 10        | 14½      |
| Butt branded steers     | 10½     | 10½      | 10        | 14½      |
| Light Texas steers      | 12N     | 12N      | 12½N      | 15½      |
| Ex. light Texas steers  | 14N     | 14N      | 14 N      | 18½      |
| Colorado steers         | 10      | 10       | 9½        | 13½      |
| Branded cows            | 11 -11½ | 11½-12   | 11 -11½   | 15½-16   |
| Native Bulls            | 8 - 8½  | 8 - 8½   | 9½-10     | 12 -12½  |
| Branded Bulls           | 7 - 7½  | 7 - 7½   | 8½-9      | 11 -11½  |
| Packer calfskins        | 23 -35  | 30 -40   | 34 -42½   | 47½-55   |
| Packer kipakins         | 19½-23½ | 20 -23½  | 20 -24½   | 27 -32   |

**NOTE** Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.

had a mixed appearance. In some quarters, doubt was expressed whether heavier hides averaging 52-54 lbs. would again bring 10½c paid in the preceding week.

**Country hide market steady** for the most part. Interest sufficient to maintain prices at lately prevailing trading levels of 8-8½c for mixed lots of country allweights and at 8½-9c for straight locker-butcher hides averaging around 48-50 lbs.

Some sales reported this week at the above quoted prices. While volume was not large, nevertheless a few cars traded.

Lighter hides such as 44-48 lb. avg. good renderer hides had some call at 9c fob. shipping point but some sellers inclined to ask various higher prices.

Glue hides in carlots had some call around 7c and country bulls remained at 5c fob.

**Calf prices down.** Prices of big packer calfskins declined 5c to 7½c this week. Sales of about 40,000 or more skins by two big packers reported involving northern heavy at 30c and light at 35c; river heavy at 25c and light at 27½c.

Kipskins held about steady. One big packer reported selling 3,000 Evansville kip at 24c while another sold 2,000 Kansas City overweights at 21c. Previous sales of kip at 23½c for Chicago-St. Paul and 23c for Rivers while St. Louis overweights sold at 21½c.

This week, some southerns sold, one big packer selling 5,000 San Antonio-Lake Charles kip at 21½c and overweights at 19½c. Same packer sold 2,000 Ft. Worth and another packer 7,000 Oklahoma City-Ft. Worth overweights at 20c.

Packer regular slunks sold earlier and into the kill at \$1.50 while large hairless held fairly steady around 85c.

With the decline reported in big packer calfskins, the market for small packer northern calf more or less nominal awaiting new sales. Last reported trading basis of 28c for carload lots considered high in some quarters. Small packer kip moved at 15-16c.

Country calf available at 18c in carloads with 17c best bid. A small lot of country calf brought 13½c. Country kip in carlots quoted at 11½-12c.

**Horsehides drag.** Trading in northern slaughterer whole hides slow.

Tanner interest limited this week and demand from dealers for cutting operations was narrow owing

to difficulties encountered in selling fronts. Sellers usually asked last trading levels and even higher but found little response from buyers.

Market for whole stock considered nominal at last reported trading levels of \$9.00 untrimmed and \$8.00 trimmed fob. shipping points.

Fronts sold in a limited way from \$5.00 down to \$4.85 for good northerns. Butts, 22" and up, held steady at \$3.75-3.90.

**Sheep pelts sluggish.** Offerings of big packer midwestern shearlings continue limited and practically no No. 3s seem available at present.

Tanners have been readily paying from \$2.00 up to \$2.25 for No. 1s, \$1.25-1.35 for No. 2s while last purchase of good No. 3s was at 75c. Clips bringing \$3.00-3.10.

Lamb pelts show little change. Packer productions remain quotable around \$2.65-2.75 for good westerns and \$2.25-2.35 for natives, per cwt. liveweight basis. Very little new business reported due to apathy on the part of wool pullers who do very little buying because of slowness in wool and a soft pickled skin market.

Dry pelts ranged 26½-29c as based on last sales, as to description of the lots involved. Pickled skins slow selling. Offerings available at \$9.50-10.00 per dozen but ideas of \$9.00 or less in tanning quarters.

**Goatskins still dragging.** Tanners report very small volume of skins bought in past week. Most sales from India, Pakistan and Mocha markets. Despite slow activity, sellers try to hold prices firm. Tanners show resistance.

Best volume group 4 Amritsars heard moved around \$8.50-\$8.75 per dozen, c&f. as to shipper. Another lot Kurban 50% extra large, 50% Amritsars brought \$11.50, about 50c off previous sales. Wet salted Calcutta kills brought \$8.00 for 30/50-20, 5/25/50/20 although many say they cannot buy these skins under \$9.00. Russia reported active once again in Calcutta market and tanners are afraid of new increases.

New sale of Samerangs reported at \$11.50 for 35 kilo skins. The 37 kilo skins last brought about \$11.75-\$12.00. Nothing heard beyond this.

In Mochas, genuine Batis last sold at \$11.75 for 120/125 lb. skins, \$11.50 afloat for 120 lbs., and \$12.25 for 115/120 lbs. 40/50/10. Bati types, 120½ lbs., 30/50/20 bring \$10.50. North Ethiopians reported sold at \$7.50 for 25/50/25, 100/105 lbs.

In Nigerians, Sakotas bring \$1.18½-\$1.20 per lb., c&f., basis

primes. Red Kanos primes slow with last business reported at \$1.04-\$1.09. Sun dried Cape goatskins reported sold at 32 pence.

## UP AND DOWN

### New Study Shows Smaller Firms Gain

The nation's smaller shoe manufacturers, of which there are some 800, produced 50.3 percent of all shoes made in 1952, a slight decline percentagewise from the 51.1 percent they accounted for in 1947 but substantially above the 48.7 percent of total produced in 1939.

This is shown in new studies prepared by the Census Bureau of the Commerce Department for the National Shoe Manufacturers Association to aid in its research into the economic structure of the shoe business.

Arrangements have been completed for a similar study of 1954 shoe production figures to be ready sometime in the spring of 1955, the Shoe Association reports.

In 1952, the 30 largest shoe manufacturers turned out a smaller proportion of shoes than in 1947 but showed a gain of 1.2 percent in their share of the total industry volume over that of 1939. During the latter year, the four largest companies produced 23.2 percent of all shoes made in the U.S. This rose to 25.9 percent in 1947 but fell to 24.4 percent in 1952.

The second group of four producers produced 5.5 percent of all shoes made in 1939 and 1947. In 1952 this rose to six percent.

The first 25 shoe companies produced 40.8 percent of total output in 1939, 41 percent in 1947 and 40.7 percent in 1952. The largest 50 turned out 51.3 percent of total in 1939, 48.9 percent in 1947 and 49.7 percent in 1952. Following is a breakdown of production percentages.

| Company    | 1939<br>Percent<br>of Total | 1947<br>Percent<br>of Total | 1952<br>Percent<br>of Total |
|------------|-----------------------------|-----------------------------|-----------------------------|
| Largest 4  | 23.2                        | 25.9                        | 24.4                        |
| Largest 8  | 28.8                        | 31.4                        | 30.4                        |
| Largest 15 | 34.7                        | 36.2                        | 35.8                        |
| Largest 20 | 38.0                        | 38.7                        | 38.4                        |
| Largest 25 | 40.8                        | 41.0                        | 40.7                        |
| Largest 30 | 43.3                        | 42.9                        | 42.7                        |
| Largest 35 | 45.5                        | 44.6                        | 44.6                        |
| Largest 40 | 47.6                        | 46.2                        | 46.4                        |
| Largest 45 | 49.5                        | 47.6                        | 48.1                        |
| Largest 50 | 51.3                        | 48.9                        | 49.7                        |
| All other  | 48.7                        | 51.1                        | 50.3                        |

# PEOPLE

## About industry personalities coast to coast

• **Raymond Lee** has joined the research staff of Eagle-Ottawa Leather Co., Grand Haven, Mich., tanner. Lee was formerly associated with Good Bros. Leather Co., Newark, N. J. He obtained his degree in chemical engineering in China and also studied at Pratt Institute School of Leather and Tanning Technology.

• **George Alban** has joined Clark Shoe Co. of Auburn, Me., as factory superintendent. He will also direct production of the firm's line of Fiancée shoes, according to Samuel A. Fradkin, president.

• New president of the recently-reorganized Auburn Maid Footwear Inc., Auburn, N. Y., is **Nicholas Giordano**. **John Buonocore** is secretary-treasurer and **James Forma** a director.

• **Joseph T. McCauley**, executive vice president of Allied Kid Co., Boston, and past president of the New

England Shoe and Leather Association, has been named a chairman of the 1954 Jimmy Fund drive for the shoe, leather and allied industries in New England.

• **Merle James** has been named sales representative in the New York State and Connecticut areas by Albert Troszel & Sons Co., Milwaukee, Wis., tanner. He will have his offices at the firm's Boston offices, 95 South St.

• **Joseph Lanigan** of 95 South St., Boston has been appointed sales agent for cow and horse garment leathers produced by Steinberg Bros. of New York.

• **Karl Mayer** is new president and treasurer of Simon-Sigma Leather Mfg. Corp., New York City kid leather tanner. He succeeds **Sigmund W. Simon**, who has retired.

• **Joseph C. Fischer**, merchandise manager of all upstairs shoe departments at the Rosenbaum Co. in Pitts-

burgh, has been appointed sales representative in Pittsburgh and Western Pennsylvania for W. L. Kreider & Sons Shoe Co. of Palmyra, Pa. He succeeds **William F. Kreider**, son of **D. H. Kreider**, president of the firm. Young Kreider, a vice president of the firm, has taken over executive duties at the plant. Fischer had been associated with Rosenbaum for the past 17 years.

• **Jerry McNeill**, well-known designer and pattern maker, has recently joined the staff of S. Goldberg & Co., Inc., Hackensack, N. J., shoe manufacturer. He will serve as designer and style man.

• **Leslie E. Hills**, who recently resigned as general manager of the Men's Division of H. C. Godman & Co., has joined the sales staff of Hagerstown Shoe Co. of Hagerstown, Md. He will act as the firm's sales representative in the West. A veteran of many years in the shoe industry, Hill was with Godman for five years and before that, in charge of the Universal Division of Craddock-Terry Shoe Co. He will make his headquarters at 549 Eastmoor Blvd., Columbus, O.

• **Harold B. Gessner** of Oomphies, Inc., New York, has been named chairman of the Boots and Shoes Committee of the Travelers Aid Society of New York. The Society's fund is seeking to raise the sum of \$360,000 to carry on urgent work at the city's transportation centers.

• **Frank Bettencourt** has joined Prager Leather Co. of Peabody as plant superintendent.

• Two veteran figures in New Hampshire's shoe-manufacturing industry were among the seven former governors of the Granite State who had a luncheon with the present chief executive, Hugh Gregg, in Concord, last month, in connection with a program honoring state government employees. They were **Huntley N. Spaulding**, 84-year-old head of the Spaulding Fibre Co., manufacturer of shoe counters, in Rochester, and **Francis P. Murphy**, 76, vice president of the J. F. McElwain Co., shoe manufacturers, of Manchester and Nashua.

• **Laurence F. Whittemore**, president of the Brown Co. in Berlin, N. H., manufacturers of shoe inner-soles, was one of the prominent speakers at the ninth annual New Hampshire Industrial Management Conference at the University of New Hampshire in Durham, Aug. 28 and 29. **Robert Currier**, a foreman at the J. F. McElwain Co. shoe factories took part in one of the discussions.

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IN THE POPULAR PRICED RANGE

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**GLOVE TANNAGE SIDES**

**CHROME SPLITS FINISHED FOR UPERS**

**LOS ANGELES TANNING CO.**

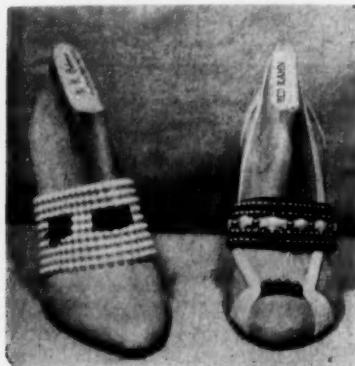
4101 Whiteside St.

Los Angeles 63, Calif.

# Preview Of New Products Displayed At Allied Shoe Show

## Plastic Pearls

Called "Pearlettes" and designed especially for footwear, this material comes in sheets backed with muslin, 40 rows each of 116 Pearlettes, for



a total of 4,640 per sheet. They come in every color of opaque, and colors can be made to match the leather or other uppers of the shoe. They also come in pearlized colors, and metallic-plated in gold, silver, copper, red, blue and green.

Pearlettes are also supplied on elastic goring of any color or width, ready for shoe application as a complete upper, with size and number of pearls to suit requirements. The Pearlettes can be cemented to any material; they can be stitched also, either from outside or inside.

*Source:* L. Drex sage & Co., Inc., 29 W. 34th St., New York, N. Y.

## Wedge Heelboard

An improved type of wedge heel board (also used for platforms) produced by Johns Mansville Co. out of specially compressed wood pulp. It comes either in sheet form or cut and finished wedge heel form in sizes  $\frac{1}{4}$  to  $\frac{1}{2}$  inch in thickness. It stitches and cements excellently, accepts compression without loss of original shape. It is water-repellent, cuts easily for shoe factory use. It is being used for women's wedge heels, flalties, casuals, and in slippers.

*Source:* K & S. Manufacturing Co., 203 River St., Haverhill, Mass.

## Woven Leather and Nylon

Revolutionary new idea in woven materials introduced for men's, women's and juvenile footwear combines



narrow strips of kid leather and cross threads of nylon. Also offered in kid leather and linen thread. Wide variety of colors available. Comes in 1 yard width and bolt lengths.

*Source:* Gilbert Freeman, Inc., 194 Lincoln St., Boston 11, Mass.

## Vinyl Wrapper

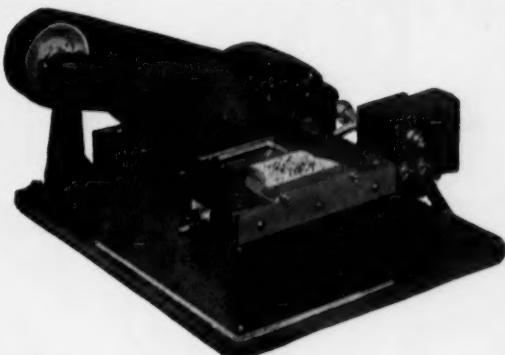
This new vinyl wrapper permits the use of the same upper and wrapper material for perfect color matching. Employed is the use of a specially prepared cement to apply to these

## The Boston HOT-MELT SPOTTING MACHINE

No matter whose hot-melt you use you can use it more safely and efficiently in a Boston Hot-Melt Spotting Machine, because of these combined features:

1. Accurate heat control which maintains temperature within  $5^{\circ}$  of setting.
2. Maximum enclosure to prevent contamination.
3. Built-in electrical protection to prevent overloading of your lines.
4. Accurate film control.
5. Finned interior to assure proper heat distribution to melt.
6. Roll-widths custom-built to your requirements.
7. 100% self-lubricating—your machinist can forget it and, in addition, there is no chance for oil contamination.
8. Rugged, oversized motor for dependable power.

*In addition to all of the above, you have BMW Service.*



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Milwaukee, Wis.

Kitchener, Ont.  
St. Louis, Mo.

Woodridge, N. J.  
Los Angeles, Cal.

wrappers. The wrapers are subject to easy roughing, excellent adhesion, durability. It is a vinyl-coated wrapper.

*Source:* Middletown Rubber Co., Middletown, Conn.

#### Novel Trimmings

Several new unique trimmings are being introduced by this firm. These trimmings are plastic and molded onto a nylon thread so that the trim can be cut wherever desired

without any waste. Among the new trimmings are (1) a copy of a French braid—a zig-zag braid; (2) rhinestone balls in the form of a large beard, and may be used as a tassel effect, or as one or two for ornamental effects; (3) a pearl bow; (4) also new is a simulated over-and-under moccasin stitch—a plastic molded onto fabric, this will come in any desired color combinations.

*Source:* Fred Frankel, 28 W. 38th St., New York, N. Y.

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*Work Glove  
Shoe Gusset  
Moccasin  
Slipper  
Sole*

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**EAGLE-OTTAWA LEATHER COMPANY, GRAND HAVEN, MICH.**

**Fine Leathers**

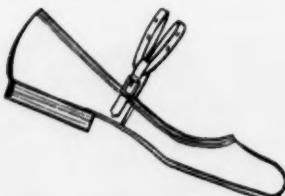
**CHROME TANNED LEATHERS**

- CRESTAN\*, a smooth, chrome tanned, quality dress side leather in men's and women's weights, black and colors.
- SPARTAN\*, a boarded, chrome tanned leather of distinction. Men's and women's weights, black and colors.

**HEBB LEATHER CO., INC.** 112 BEACH STREET BOSTON, MASS.

#### Slender Buckle

A new one-quarter in "Roller Buckle" No. 7177½ has been introduced into this company's line. It has been designed particularly with

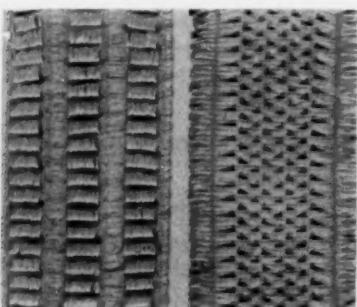


a view to application to the very narrow strap expected to play a leading role in women's footwear fashions for next year. Its design serves both a functional and decorative purpose. It is concaved for comfort and is fashioned for delicate neatness in appearance on the shoe.

*Source:* North & Judd Mfg. Co., New Britain, Conn.

#### Imported Stretchable Straw

Finely woven straw banding for women's casual and resort footwear.



Stretchable banding is imported and comes in 1½ inch widths and bolt lengths. Available in natural straw color.

*Source:* Bay State Fabrics, Inc., 117 Lincoln St., Boston 11, Mass.

#### New Built-Up Heels

Two novel built-up leather fiber heels. The first is a prefinished wedge which eliminates covering, has the appearance of a leather heel. It is for both men's and women's shoes. Heights are as desired by the shoe manufacturer. Its weight is lightened by virtue of invisible cutouts.

The second innovation is a finished heel breast—the breast being convex instead of concave as customary, which gives a fresh fashion appearance to this particular aspect of heel for the first time.

This company, through its Atco Flex Innersole Co. division, is also introducing a new foam innersole, consisting of a dense yet extremely lightweight material that has high resiliency and retains a firm cutting edge.

*Source:* Atlantic Heel Co., 55-71 Amory St., Roxbury 19, Mass.

#### Plastic Trimming

This is a plastic trimming with an interesting polka dot effect—a very delicate polka dot. It is available in



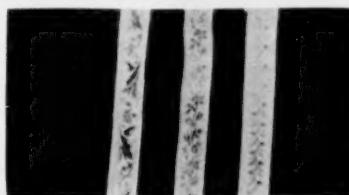
widths from 1/8 to 3/4 inches. The material is easy to handle in stitching, can be tied into bows, and conforms to intricate stitching designs without puckering. It comes in all popular colors.

The same firm has a new "Surrey Fringe" trimming that comes in 1/8-inch width, is stitched on a single needle.

#### Pompadour Ribbon Braid

Three new patterns in silk ribbon

for trimming on women's footwear. Patterns are dainty and colorful and are available with navy, white or



black backgrounds. Satin threads used in creating patterns create subtle, sparkling surface interest. Called "Pompadour" ribbons, these are available in 50 yard rolls.

*Source:* Lawrence Schiff Silk Mills, 95 Madison Ave., New York, N. Y.

#### Cushioned Socklining

This is a vinyl-coated foam known as V.F.S. cushioned socklining. It is embossed to simulate faille. It also comes in standard antique and plain finish. It is adaptable to all types and constructions of shoes. It eliminates the combining of foam and paper socklining, because the vinyl coating serves as the socklining itself.

*Source:* Plever Backing Co., 38-49 9th St., Long Island City, N. Y.

#### Stretchable Straw and Matching Heel

Stretchable straw banding for women's footwear with special design treatment which is repeated in the hand-painted heel. Available in wide variety of colors and pattern designs, this styling idea is particularly fa-



# LEGALLET

**GLOVE-TANNED  
MOCCASIN COWHIDE LEATHERS  
ALL SEASONAL COLORS**

**GLOVE LEATHERS**  
*goat, cow and deer*

**LLAMA  
GARMENT LEATHERS**  
*goat and cow*

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Povl Wedseltoft, 407 East Michigan Street, Milwaukee 2, Wisc.

John A. Dauer, 177 William Street, New York 7, N. Y.

Industrial Leathers, 722 East Washington Blvd., Los Angeles, Calif.

Allen Leather Company, 1433 Locust Street, St. Louis, Missouri

vored for resort and bare summer shoes.

*Source:* Lushan Co., 137 South St., Boston.

#### Mink Shoe Bow

This is a new mink shoe bow with gold and rhinestone highlights for women's shoes. Same style and other



patterns available in brown mink, silver blue mink, ermine, leopard or seal fur. Bows are lightweight and metal non-tarnishable.

*Source:* Phil Lorman.

#### New Binding

A new type binding called Molds-tite is flocked on a seamless bias sheeting material. Its chief feature is that it eliminates any stitched laps

on ordinary bias-cut binding. It conforms better to the insole, with no puckering, and molds nicely into the shank and toe. This seamless bias suedine binding creates a quality finished look to the end product by its greater uniformity. The material comes in black, town brown and navy.

*Source:* United Stay Co., 222 3rd Street, Cambridge, Mass.

#### Nylostraw Mesh

A new crocheted pattern in nylon and straw for spectators and casual type footwear. Available in range of colors, this textured fabric has fine woven appearance and is wash-

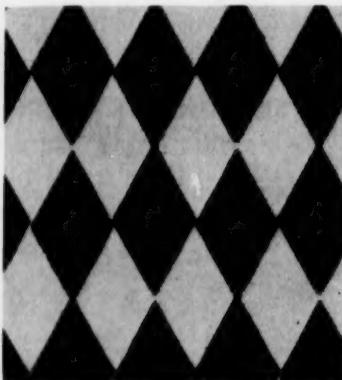


able and has special durability qualities.

*Source:* J. Einstein, Inc., One Park Ave., New York 16, N. Y.

#### Harlequin Print Cotton

Bright cotton print for flatties and young styles in footwear. Bold harle-



quin checks are available in many multicolor combinations. Smallness of pattern design makes for economical cutting.

*Source:* Majestic Fabrics, Inc., 112 Beach St., Boston 11, Mass.

#### Novelty Plastic

A new and unique method of forming plastic to get a remarkable range of interesting surfaces is obtained

with a revolutionary process. The method results in a plastic sheeting material applicable to shoe uppers or trims that is claimed to be able to duplicate or simulate virtually any type of surface texture desired: beading, scales, basket weave, lacing, fur, cut stones, etc. Any of these surfaces effects are obtained on a wide range of colors.

*Source:* Phillips-Premier Corp., 186 South Street, Boston, Mass.

#### Fruit Trims

Five styles in dainty fruit trims for women's and girls' footwear. These

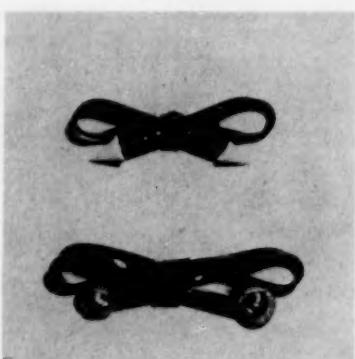


ornaments can be used singly or in combination to highlight vamps and throatlines. Colorful fruit is shown with green leaf background. Ornaments are attached to shoes by telescope machine.

*Source:* Hub Stay Co., Inc., 145 South St., Boston, Mass.

#### String Bows

Two new ideas in string bows for women's and girls' footwear. Fancy



tips in plastic or metal give neat ornamental touch. Top bow in black patent with white plastic tips and white underlaid perfs. Lower bow has gold-toned disc trim. Many variations in size, shape and color available to highlight plain pumps or flatties.

*Source:* E. E. Weller Co., 253 Georgia Ave., Providence, R. I.

#### Braided Straw and Cornell Embroidery

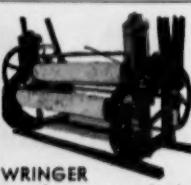
A new braided straw pattern in multicolors for use in women's casual footwear. Straw comes in 3 inch width and can be used in banded styles or as insert panels on shoe vamps. Three embroidery stitching

|||||  
• SPRUCE EXTRACT  
|||||  
• POWDERED SUPER SPRUCE  
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• LACTANX  
|||||

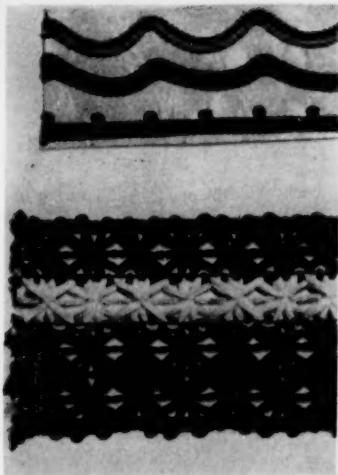
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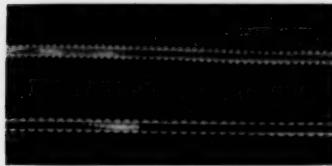


ideas combine metallic braid and thread in raised designs. Called Cornelle embroidery, these designs are created especially for use on Egyptian-influenced shoe patterns for spring-summer.

*Source:* Wavershoe Trimming Company, Inc., 808 Broadway, New York, N. Y.

#### Trimmings

Two new ideas in pinked and scalloped trimming. This is a 1/16-inch pyroxylin lacing laminated to a 3/16-inch double-pinked (or scalloped)



imitation leather material. It can be used in a variety of trim effects, including a bow. (One popular method is to use trim in front, with matching bow effect of same material on the quarter). It can be obtained in larger

sizes if desired. It comes in all desired color combinations.

*Source:* General Stay Co., Inc., 493-495 Union St., Lynn, Mass.

#### Wedge Heel and Platform Strips

These wedge heel strips are made of various materials: all paper, plain cork, felt, or cork-rubber combinations. The end product has a very smooth scarf so that there is a perfect union of the material where it meets the shank. The material retains its shape under compression. Prices are competitive. The same materials are used in this firm's heel and platform strips. The two products (wedge heel and platform) may be used together to form a complete unit. Thickness: 3/16 to  $\frac{1}{8}$  inches.

*Source:* Golden Leatherboard Co., 161 Essex St., Haverhill, Mass.

#### New Foam Applications

This firm is introducing new applications for its Vinafoam product, a foam-like material made entirely of plastic. It is extremely lightweight, comes in both open and closed cell form, has great shock-absorbent qualities.

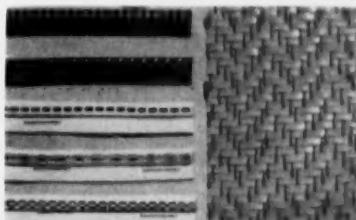


The company is introducing several new applications of this material in footwear, in addition to a cushioning insole material. For instance, the entire upper of work and other boots has Vinafoam sandwiched in the upper portion of the shoe between lining and outer leather, resulting in perfect insulation against cold or heat. It is also used in the same manner in the tongue of the shoe. The firm reports that other applications of the material will be introduced shortly.

*Source:* Lynn Innersole Co., 125 Braintree St., Allston, Mass.

#### Printed Welting and Woven Leather

Five new designs printed on plastic welting. Available in variety of colors, these designs illustrate only



a few of the new patterns available from this firm, in both regular and high widths. The designs are embossed on the plastic under heat for permanence. Another feature in this firm's presentation is the woven leather and nylon material. Pattern shown is in tan goatskin and brown nylon thread. This and other styles are available in variety of widths and bolt lengths.

*Source:* Ouimet Stay & Leather Co., 31 Monument St., Brockton, Mass.

#### Plastic Teardrops

New plastic trims for use on inside cutouts of vamps for women's or

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AMERICAN EXTRACT CO.

PORT  
ALLEGANY, PA.



children's shoes. These are available in a wide variety of sizes and colors. Teardrops and circles are shown here.

*Source:* Bowcraft Trimming Co., 6 West 32nd St., New York 1, N. Y.

#### Simulated Straw

This is a new simulated straw pattern with a cane grain. The material is a vinyl-coated fabric, comes in 52-54 inch size. It is for volume shoes. The material can be cleaned with a damp cloth, has long wear, comes in these colors: natural, off-white, red, lime, grey and black.

*Source:* Federal Leather Co., Main Street, Belleville, N. J.



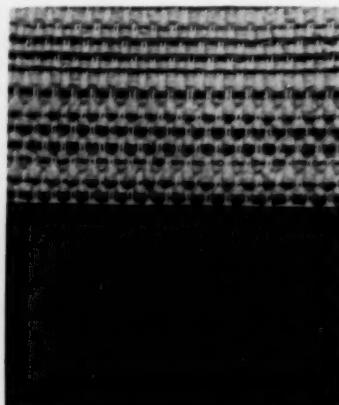
#### Soling Material

Known as Texlite, this is a new soling material that is non-scratchable, has a firm body, hard finish, light weight, low in cost. It is available in all irons, 4 to 12. It comes in the following colors: oak, black and brown. The material comes in sheets measuring 36 x 36 inches, is available in all buffs.

*Source:* Consolidated Rubber & Plastics Co., 407 Main Street, Melrose, Mass.

#### Elasti Straw and Velvet Finish Goring

New elasti straw for women's and girls' casual footwear. Available in plain and multicolor styles, this elasti straw comes in widths up to 3 inches.

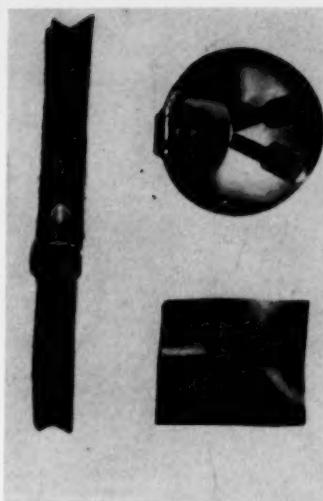


Can be used for belts in addition to shoes. Another feature of this firm is velvet finish goring with gold designs imprinted on the surface. Suggested for slippers and at-home footwear.

*Source:* Moore Fabric Co., 45 Washington St., Pawtucket, R. I.

#### Gold-toned Trims

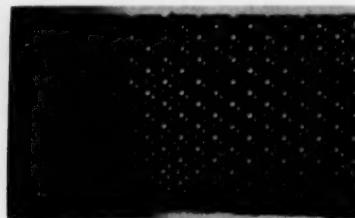
A new prongless buckle in gold-toned metal with special non-slip features. Buckle snaps shut and holds strap firmly in place. Can be used on men's, women's or juvenile footwear. Tic-tac-toe emblem and tasseled ornament in gold-toned metal are for vamp trims on women's or girls' footwear.



*Source:* F. Ronci Co., Inc., 2 Atlantic Blvd., Centerdale, R. I.

#### Basket Weave

An imitation perforated basket weave of plastic, vinyl-coated sateen combined to a permatex material which makes it ready for instant cutting by the shoe manufacturer immediately upon receipt. Designed for



low-priced volume footwear, it comes in white, pink, aqua, yellow, panama, admiril blue and black.

*Source:* Cooney-Weiss Co., 115 Beach St., Boston, Mass.

#### Bias Binding

Known as BPB, this is a vinyl bias binding that is an improved development over this firm's previous HPB binding. It has a new vinyl and fabric bonding for vamp treatment—an increased bond which broadens the scope of application so that it can now be used all over the shoe such as in plugs, inserts, quarters, French

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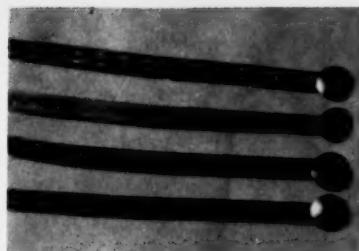
42 Broadway, New York 4, N. Y.

cording, etc. It is able to take any kind of flexing, no matter on what part of the shoe. It is available in standard colors to match or harmonize with all popular upper materials. It is strong and economical.

Source: American Stay Co., 184 Commercial St., Malden, Mass.

#### Underlays

A new underlay, perforated material of genuine leather (kid or calf, usually). It comes in contrasting colors, and in four distinct patterns or designs. It can be made in any



desired colors. The widths range from  $\frac{1}{4}$  to  $\frac{5}{16}$  inches.

Source: Haley-Cate Co., 1899 Revere Beach Parkway, Everett, Mass.

## NEWS QUICKS

### About industry happenings coast to coast

#### California

• Sale at auction of machinery and equipment of **Savage-Wayne Co.**, Los Angeles manufacturer of men's and women's slippers, brought a total of \$23,000. Sale was held Aug. 25 on the premises at 1865 Cordova St., Los Angeles. The plant itself was not sold.

• Offices and plant of **M. & J. Shoe Mfg. Co.**, recently-organized Los Angeles women's shoe manufacturer, are located at 928 South Western Ave.

#### Massachusetts

• **Plymouth Shoe Machinery Co.** of Boston, and Joseph Spadafora, Canadian shoe machine dealer, are currently offering for sale machinery and equipment of Superline Tanning Co., Quebec. Plymouth and Spadafora recently purchased stock and equipment of Superline Tanning Co.

• **The American Color & Chemical Co.** is now located at Room 1053, 141 Milk St., Boston 9. Telephone number is Liberty 2-0517. The firm was forced to vacate its former quarters at 172-178 Purchase St. due to construction on Boston's new Aerial Highway.

#### Missouri

• **Conaway-Winters Shoe Co.**, St. Louis, is proceeding with plans to

open a branch plant in Willow Springs, Mo. The company will make baby shoes in the plant and will employ about 100 persons at the outset.

• **Columbia of St. Louis, Inc.**, has leased new quarters in St. Louis offering some 20,000 square feet of floor space.

• The **Heuer-Williams Shoe Stores**, an association of more than 100 independently-owned family shoe stores with headquarters in Springfield, Mo., reported a sales gain of four percent for the six months ended Aug. 1. The report was made before some 225 store owners and key sales personnel during the association's semi-annual meeting held Aug. 19 in Springfield, Mo. The association, which has added three new stores, now has outlets in Southern Missouri, Tennessee, Arkansas, Oklahoma, Kentucky, Louisiana and Kansas. Daniel Blount, director of sales training, and C. F. Nerlich, director of personnel for International Shoe Co., St. Louis, were guest speakers at the meeting.

• **Brown Shoe Co.** has declared a quarterly dividend of 80 cents on its common stock payable Sept. 1 to stock of record Aug. 16. The company has been paying regular quarterly dividends of 60 cents with a year-end extra of \$1. Clark R. Gamble, president of the firm, reports sales running "about even" with a year ago.

#### New Hampshire

• Ground has been broken in Raymond, for the construction of a \$250,000 factory building which is expected to be one of the country's most modern dress shoe manufacturing plants. The one-story, fireproof structure will be erected by the Berk Realty Co., which will lease it to the **Bourque Shoe Co.**, Raymond's top industry. There will be two wings, the manufacturing section to be 360 feet long and 108 feet wide. General offices of the shoe firm will be included in one wing, while the other will include boiler room, cafeteria and storage facilities. The plant will be large enough to accommodate 350 employees and there will be a large automobile parking area.

• The **Dan Lewis Shoe Co.** in Dover, N. H., has begun the installation of a filter system to eliminate a sticky material which has been coming from the blower at its plant and settling over a surrounding area. The equipment was shipped from Louisville, Ky., after a number of residents of the area had complained about the situation. Dr. Max Winer, city health officer, said state occupational disease officials had investigated and found no health menace, although they reported that the condition might have aggravated respiratory ailments.

#### New York

• **Lasting Shoe Co., Inc.**, Brooklyn shoe manufacturing firm, reports that as of Aug. 24, Jules Lipsky has withdrawn as a stockholder and officer of the firm. He will no longer be associated with Lasting Shoe Co.

• **Standard Thread Co.**, New York thread supplier, will move about Sept. 30 from its present quarters at 48 West 37th St., to 48 West 38th St. Benjamin Cohen is president. Standard recently acquired the Gardner-Hall Thread Co. of Willimantic, Conn.

• **Parker Debs, Inc.**, recently-organized manufacturer of women's casuals, has begun operations at 124 Bleeker St., New York City. Officers are Murray Fabian, president; Macy Masia, treasurer; William Pookatch, vice president, and I. Stein, secretary.

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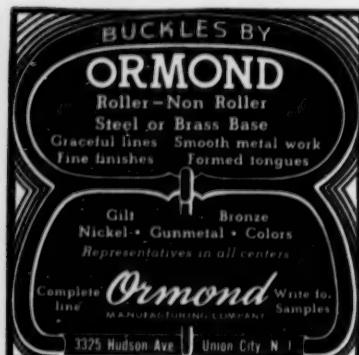
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AGENTS IN PRINCIPAL CITIES



## Brazilian Leathers

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Sao Paulo, Brazil

• **F. C. Huyck & Sons**, Rensselaer manufacturer of wringer felts for the tanning industry, reports net income of \$229,790 for the six months ended June 30. This is equal to 94 cents per common share. Net income in the same period last year was \$358,163, equal to \$1.58 per share.

• **Elizabeth Evans Leather, Inc.**, has been chartered to manufacture and sell leather specialties and novelties in New York City. Authorized capitalization is \$10,000.

• Creation of two new departments of **American Cyanamid Co.'s Research Division** have been announced by K. H. Klipstein, general manager of the firm's research division. They are: the Basic Research Department and the Research Service Department, both at Stamford Research Laboratories. Dr. D. J. Salley was named assistant director of the Basic Research Department (Dr. J. T. Thurston, director of Stamford Research Laboratories will be acting director of the Department) and Dr. R. H. Kienle was named director of the Research Service Department with Dr. R. P. Chapman as assistant director.

• Sale of assets of **La Valle & Sons Corp.**, New York women's shoe manufacturer, brought \$21,000 at assignment proceedings held last week.

• **F. H. Paul & Stein Bros., Inc.**, has moved its offices from 100 Gold St., New York to 235 Fifth Ave. New telephone number is MURray Hill 4-6371.

• **Miles Shoes**, New York shoe chain, will erect a four-story office and warehouse building on the entire easterly blockfront on Tenth Ave., between 50th and 60th Sts. at a cost of approximately \$2 million. Miles will occupy two full floors in the structure and will lease the remaining two floors of 70,000 square feet each. The shoe firm will move its general offices and warehouses to the new location from 345 Hudson St. where for many years it has occupied some 10,000 square feet of space. Miles Shoes now has 170 retail stores in its chain.

• **Borden Co.'s Chemical Division** has announced opening of a new distribution center to meet the increased formaldehyde needs of chemical and textile industries in the South Atlantic States. The new center is at Kernersville, N. C., and supplements two other Borden formaldehyde shipping points in the East.

## Pennsylvania

• **Benfold Leather Goods, Inc.**, has been incorporated under Pennsylvania State laws under \$75,000 to manufacture and sell leather and plastic materials at 6120 Vine St., Philadelphia.

• **Penn-L, Inc.**, has been chartered by the Secretary of the Commonwealth to engage in the manufacture and sale of leather goods in Pennsylvania. The firm is authorized to sell 250 shares of stock at \$100 each.

## Virginia

• **Bonded Fibers, Inc.**, Buena Vista manufacturer of pulp material for shoe innersoles, counters and linings, has named the following sales representatives: Ervin C. Manske & Co., St. Louis, for the Midwest; Jerry Burg, Cincinnati, for the territories of Kentucky, Tennessee, Indiana and Ohio; and Henry Golub & Sons, New York, for New York, New Jersey, Delaware, Pennsylvania and Maryland.

## Canadian Notes

• **Thrifty Products Ltd.**, affiliated with Continental Ventures Inc., Detroit, has been organized in Toronto to handle the Canadian market for aerosol spray products, introducing a leather shine spray which, it is claimed, requires 30 seconds to apply and will last three weeks. The liquid shine, acrylic resin, will be imported from the United States and packed in Canada-made containers by Aerocide Dispensers Ltd., Toronto. W. S. O. Squire will be head of the new Canadian company.

• **Dr. E. C. Hope**, economist of the Canadian Federation of Agriculture, states that, in beef cattle, a peak in numbers would be reached possibly in 1955 and the upward trend in marketing would continue for the next two years, with inspected slaughterings this year about 20% more than last year.

• There was no time lost in June through **labor disputes** in the leather products industries of Canada, according to an official report just released in Ottawa by the federal labor department.

• **Zoppa & Lake**, footwear dealers, Windsor, Ont. have made an assignment in bankruptcy and Crown Trust Co., Windsor, has been appointed trustee of the estate, according to notice filed in Ottawa.

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## Coming Events

Oct. 2-6, 1954—Boston Advance Spring Shoe Market Week. Sponsored by New England Shoe and Leather Association. Hotels Statler and Touraine and member showrooms.

Oct. 24-27, 1954—National Shoe Fair. Sponsored by National Shoe Manufacturers and National Shoe Retailers Associations, Palmer House and other Chicago hotels.

Oct. 26-27, 1954—Fall Meeting, National Hide Association. Edgewater Beach Hotel, Chicago, Ill.

Oct. 28-30, 1954—Annual Fall Meeting of Tanners' Council of America. Edgewater Beach Hotel, Chicago.

Oct. 31-Nov. 3, 1954—Michigan Annual Shoe Fair. Sponsored jointly by Michigan Shoe Retailers Association and Michigan Shoe Travelers Club. Hotels Statler and Sheraton-Cadillac, Detroit.

Nov. 28-Dec. 2, 1954—Popular Price Shoe Show of America, Inc., for Spring and Summer 1955. Sponsored jointly by New England Shoe and Leather Association and National Association of Shoe Chain Stores. Hotels New Yorker and McAlpin, New York City.

Jan. 16-19, 1955—41st Annual Mid-Atlantic Shoe Show, sponsored by Middle Atlantic Shoe Retailers Association. The Benjamin Franklin, Philadelphia, Pa.

Feb. 19-22, 1955—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherland Plaza Hotel, Cincinnati, O.

Feb. 27-March 2, 1955—Allied Shoe Products and Style Exhibit for Fall and Winter 1955. Hotel Belmont Plaza, New York City.

March 1-2, 1955—Official showing of American Leathers for Fall and Winter 1955, sponsored by Tanners' Council of America. Waldorf-Astoria Hotel, New York City.

May 22-25, 1955—Annual Convention, American Leather Chemists Association, New Ocean House, Swampscott, Mass.

June 13-14, 1955—Annual Spring Meeting of National Hide Association, French Lick Springs, French Lick, Ind.

Aug. 28-31, 1955—Allied Shoe Products and Style Exhibit for Spring and Summer 1956. Hotel Belmont Plaza, New York City.

August 30-31, 1955—Official showing of American Leathers for Spring and Summer 1956, sponsored by Tanners' Council of America. Waldorf-Astoria Hotel, New York City.

## Deaths

**Philip Sandler . . . 60, shoe executive**, died suddenly at his home in Newton Centre, Mass., on Sunday, August 29. A veteran shoe manufacturer, he was a vice president of A. Sandler Shoe Co. of Boston. With his three brothers, Jack, Samuel and Max, he founded the firm of A. Sandler Shoe Co., naming it for his father, Abraham, who first opened a shoe store in Boston in 1889. First factory was opened in Lynn. The company now has eight plants in the U. S. and also licenses in Australia, England, Canada and Israel and is the world's largest manufacturer of women's sport shoes. A native of Mattapan, Mass., Sandler graduated from English High School. In addition to his brothers, he leaves his wife, Effie; two sons, Edward and Berkley; and two daughters, Mrs. Muriel Copeland and Mrs. Arlene Goodwin.

**Charles E. Allen . . . 63, shoe manufacturer**, died August 26 in Spencer, Mass. A leading shoe manufacturer for many years in the Worcester, Mass., area, he was a founder and treasurer of Allen-Squire Shoe Co. in Worcester. He graduated from Massachusetts Institute of Technology in 1907 and taught civil engineering before entering the shoe business. Allen-Squire, which was liquidated last May, provided millions of pairs of shoes to combat troops during World War II. Allen was also an original sponsor of the Boy Scout movement in the Worcester area and was extremely active in civic affairs for many years. Surviving are his wife, Ruth; a son, C. Boyd Allen; two daughters, Mrs. Penelope Stebbins and Mrs. Barbara Booth; five sisters and 11 grandchildren.

**John F. Sullivan . . . 87, retired shoe executive**, died August 26 at South Shore Hospital, Weymouth, Mass. A veteran of the shoe industry, he specialized for many years in producing custom-made shoes. He was a life-long member of the Ancient Order of Hibernians and active in religious and fraternal affairs. Surviving are his wife, Lillian; a brother and a sister.

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| Woburn Machine Co., The   | 37         |

**Charles Bond . . . 90, leather belting manufacturer**, died August 23 in a Chestnut Hill, Philadelphia, nursing home after a long illness. He was president of Charles Bond Co., Philadelphia maker of leather belting and machinery for many industries. A native of England, he came to the U. S. in 1882 and soon became a prominent manufacturer. He was also president of Bond Foundry & Machine Co. of Manheim, Pa. He was a Mason. Three sons, a daughter and two sisters survive.

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THE PERFECT SUEDE LEATHER  
BLACK AND COLORS

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WILMINGTON 99, DELAWARE

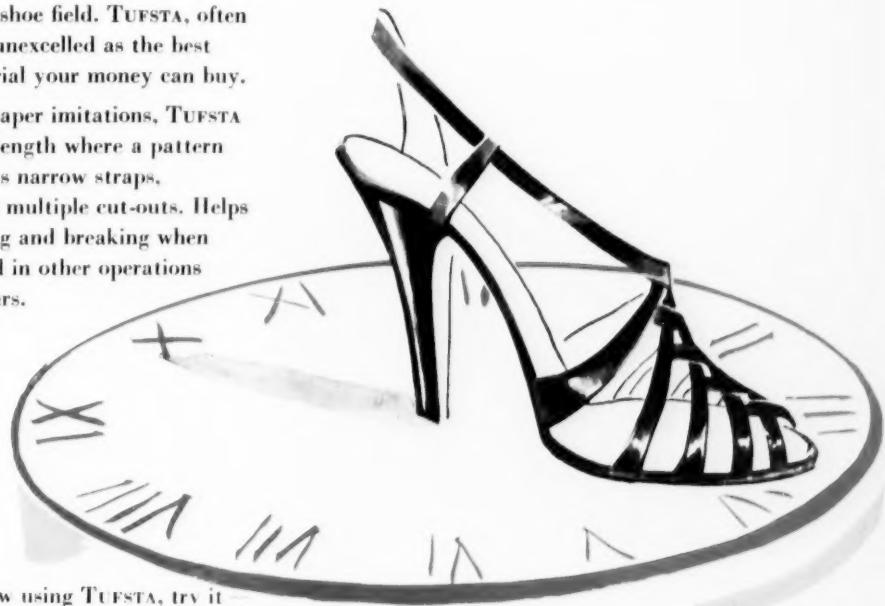
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*has stood the test of time!*

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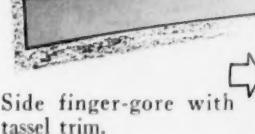
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Side finger-gore with zipper under tongue — a current highlight in juvenile footwear.



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Side gore on the inside; zipper on the outside.



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